

PERFUMER PUBLISHING COMPANY 14 CLIFF ST., NEW YORK

FEBRUARY NINETEEN TWENTY-FOUR





American Can Company





OTTO OF ROSE D'OR

A rigorous appraisement of Otto of Rose may avail itself perhaps of the coadjuvancy of chemical and physical mensuration yet the determining factor must ever be the cogently practical resultant as exemplified in the completed perfume.

OTTO OF ROSE D'OR triumphantly meets the closest scrutiny whether it be that of scientific analysis, of odor test or of ultimate accomplishment. For many years the name has stood consistently for the finest Otto of Rose producible. It is a guarantee not merely of a good Otto of Rose but of the best.

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CHIRONIAX

CHUIT-NAEF

The announcement of a new Chuit-Naef specialty means that one more perfume base has passed the exacting scrutiny of the Naef laboratory and been found worthy of admission into the list of products on which the perfumer can place absolute dependence. It is not an incident; it is an event.

CHIRONIAX "Chuit-Naef," the latest entrant, is a fine replacement for natural opoponax. In odor, in tenacity and in adaptability it meets the most exacting demands and is destined for wide usefulness.

M. NAEF & CO. UNGERER & CO.

GENEVA NEW YORK

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American Perfumer

and Essential Dil Review

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

TWO DOLLARS A YEAR.
TWENTY-FIVE CENTS A COPY.

NEW YORK, FEBRUARY, 1924

Vol. XVIII. No. 12

THE AMERICAN PERFUMER

and ESSENTIAL OIL REVIEW

Published Monthly

PERFUMER PUBLISHING COMPANY

14 Cliff Street

LOUIS SPENCER LEVY, President and Treasurer 14 Cliff St.

TERMS OF SUBSCRIPTION

The United States and Possessions
Canada, Cuba and Mexico
Foreign (Countries in the Postal Union) \$2.00 a Year 2.50 " " 3.00 " "

TELEPHONE NUMBER: BEEKMAN 0791

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SENSATIONAL TALES OF WHITE HOUSE BAN AGAINST COSMETICS BASELESS

Some of the sensational papers have been printing lurid articles under large headings attributing to Mrs. Coolidge, wife of the President, the leadership in a crusade to banish toiletries and cosmetics from Washington officialdom and social circles generally. That the present First Lady of the Land should engage in sending out "tips" to the ladies of the diplomatic and official circles in the National capital regarding their personal conduct with respect to dress or the using of artificial means to improve their appearance is perfectly preposterous, so much so that Mrs. Coolidge's most intimate associates have marveled that such articles could have been imagined, much less find space in respectable newspapers. Those who know the First Lady long and well and who share her views are all of one mind on the subject of the proper and judicious use of cosmetics, which simply means that toiletries are to be used within reason and in a way to aid Nature without publicly advertising the presence of an artificial beautifier, no matter what it may be.

The origin of the sensational stories seems to have been in a Washington dispatch to the New York Evening World, daintily written by Carolyn Bell, and in itself not objectionable particularly as it was probably intended to be a mere matter of society gossip, but the headline artist got out big black two-column type and declared: "Rouge Pot and Lipstick Taboo in Washington Official Society." Miss Bell's dispatch, aside from a graceful and pleasing description of the charms of some women at the capital, contained these sentences, which, when dug out and standing alone, gave the sensationalists their text for a cosmetics attack, but which equally was an attack on the President's wife:

"The lip stick and the rouge pot are no longer the cherished implements of smart society in the capital. At the diplomatic reception at the White House the

lack of 'make-up' was quite noticeable.
"It is declared [by whom?] that Mrs. Coolidge is responsible for the fading fad for carmine lips and rouged cheeks. Although she was meticulously marcelled, not a trace of rouge could be detected. In her pure white gown of brocaded satin she looked vounger than ever

"Evidently the 'debbies,' both within the Diplomatic Corps and without, are taking a 'tip' from the First

The silliness of the dispatch, even without the ridiculous later elaboration by other papers, is shown in the suggestion that a woman may not have natural carmine lips and in the correspondent's affrontery of trying to detect rouge on the face of the First Lady of the Land. This exhibition of insolence deserved a quiet "tip" to banish the perpetrator and put her on the White House list of undesirable persons. No doubt the liberty taken of critically and superciliously inspecting the toilet of the wife of the President of the United States may have been done thoughtlessly, or in ignorance of the ethics of polite society, but nevertheless it was a gratuitous insult to the First Lady, both in the act and then publishing the fact.

As we have previously indicated, there is the best of evidence that Mrs. Coolidge is not opposed to cosmetics, although as the impertinent inspectress of her toilet perhaps tried to say, and proved, she would deprecate any use of them that would betray their presence or do more than to just aid Nature's efforts to properly augment and preserve the essentially feminine prerogative of being the handsomer half of humanity.

That the First Lady of the Land has given her approval to cosmetics and is not opposed to their legitimate use is something she herself has written. It effectually disposes of any idea that may be in the minds of persons who do not know her that she might be a foe of cosmetics. This is rather a delicate matter to discuss in a magazine, but it seems to be more or less a respectful courtesy to the First Lady, as well a duty to set our industries right, to quote the following parts of a letter written by Mrs. Coolidge:

My Dear Miss Lee:—

It gives me much pleasure to write to you to tell you how much I am enjoying the Hilda Lee toilet requirements. I very heartily endorse them and am glad to recommend them to my friends. I am especially pleased with the * * *

Very sincerely yours,

GRACE COOLIDGE.

Perhaps the Washington attack on toiletries may prove a boost instead of a knock. It is shameful, however, that the First Lady should have been made a target by obviously irresponsible writers for the daily newspapers.

NEW PRICE MAINTENANCE BILL

We already have the Kelly, Merritt and Wyant bills in Congress to provide lawful means for price maintenance. Now Representative Williams, of Michigan, has introduced a fourth bill, which is printed in full in our Washington correspondence. All of these bills cannot be passed. One law only can be the result.

Mr. Williams's bill is simple, brief and concise. On first inspection it seems to have much merit. It has common sense behind it. There may be flaws in it, but its very simplicity, positiveness and directness will appeal to business people who have forgotten the phraseology of some of the bills that have been dragging through Congress for years. On first view the Williams bill seems to meet all of the chief views of the Federal Trade Commission and the rulings of the United States Supreme Court. Perhaps a further examination may disclose defects, but it would serve better than any of the other bills for a general rallying of the trade forces interested in price maintenance.

INDEX FOR THE PERFUMER, VOLUME XVIII

The Index of Volume XVIII of THE AMERICAN PER-FUMER & ESSENTIAL OIL REVIEW, which ends with this issue, will be printed and distributed separately to those of our readers who will send in requests for copies.

MY NEIGHBOR'S ROSES

(Gem by Late Famous New York Lawyer)

The roses red upon my neighbor's vine
Are owned by him but they are also mine,
His was the cost, and his the labor, too,
But mine as well as his the joy, their loveliness to
view.

They bloom for me, and are for me as fair As for the man who gives them all his care. Thus I am rich, because a good man grew A rose-clad vine for all his neighbors' view.

I know from this that others plant for me, And what they own, my joy may also be. So why be sellish, when so much that's fine Is grown for you, upon your neighbor's vine?

—Abraham Gruber

FRENCH FLORISTS ROBBING PERFUMERS OF CHOICE FLOWER SUPPLIES

Our Grasse correspondent on another page reports that the continental florists are cornering the mimosa and violet markets by offering such high prices for the flowers that the flower oil makers cannot compete with them. The Riviera and other resorts are especially crowded this winter. and the demand of the visitors for bouquets alone is difficult to supply. Before the World War the express trains leaving the floral regions used to carry enormous quantities of choice flowers to social centers within a day's journey. but it is only recently that the demand has been resumed to such a marked extent as to seriously disturb the perfume industry. Aside from the competition of the florists the outlook for cheaper flower oils is dubious, for rising costs due to the decline of the franc and to the steadily increasing demands of the flower cultivators and their workers have curbed new production.

WHISKY AND BRANDY IN U. S. P. X.

Announcement has been made by E. Fullerton Cook, Chairman of the Revision Committee of the United States Pharmacopœia, that standards for whisky and brandy as medicines will be included in the new Pharmacopœia now being revised. This is in response to a demand by the physicians of the country. Under the national prohibition laws whisky and brandy are classed as medicines and as such are legally prescribed in many cases of serious illness, but at present no legal standards exist for their purity.

All physicians of the General Revision Committee, acting as a sub-committee, were appointed to study the situation and take the necessary action. This sub-committee has issued the following statement:

"In view of the fact that a large number of physicians in the United States believe alcohol to be a valuable therapeutic agent, and in view of the widespread adulteration of the alcoholic liquors at present available, the members of this Referee Committee feel that for the protection of the public, there should be an official standard for medicinal spirits."

By including standards for whisky and brandy as medicines, in the Pharmacopœia, which is the legal standard for drugs and medicines under the Food and Drugs Act, the machinery of the U. S. Department of Agriculture and of the Boards of Health and Boards of Pharmacy throughout the country is enlisted in protecting the sick against adulterated and poisonous products.

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WINNING AND LOSING EFFICIENCY IN FORMING BUSINESS FIRMS

The cost of co-operation in the organization of trade enterprises is something that few business men think about seriously. The impersonalization of several good men in a corporation often neutralizes the talents of all who may be involved, even to a degree that might be lesser than the goal that any one of them might achieve individually. Thomas F. Woodlock has written an interesting essay on the subject for the New York Herald, part of which we reprint herewith as being especially timely in our field:

"Take a man with a capacity for business which is represented quantitatively by the algebraic symbol x, fit him out with a proper allowance of clerks and an office and represent quantitatively the results that he will achieve by the symbol v. Then we have a sort of equation in that we say x produces v.

"Take another man also with a capacity equal to x and make a firm out of the two men on an equal partnership basis. Do we then find that 2x produces 2y? Normally, we do not; a partnership very rarely equals the "sum" of the partners in any sense other than the sum of their money capital. There is an almost inevitable loss of initiative and of freedom of action and a certain cancellation of effort within the firm, tending to generate relative inertia, and the coefficient of loss tends to increase as the number of partners With five members the firm's efficiency-apart increases. from capital-is relatively less than with four, and so on.

"Take five men, all partners in a firm, and incorporate the firm, making directors out of the partners. bined efficiency of the five men acting as directors is not merely less than their combined efficiency when acting singly, but it is also less than their combined efficiency when acting as partners. Inertia becomes an increasingly important factor in the equation of results. Double the number of directors and the coefficient of loss is increased. Double it again and it is further increased. While a mathematical demonstration is impossible it seems likely that the rate of increase in the coefficient of loss is subject to acceleration

as the number of directors increases.

"If one were to gather up into one board of directors twenty or thirty of the most successful of America's twenty of the most successful of America's financiers and business men and fit them out with a large sum of money as capital one would probably be greatly disappointed by the results, and the more elaborate the corporate organization the more unsatisfactory the results would be likely to be. Ability is personal, initiative is personal, decision is personal, responsibility is personal. Corporate organization is impersonal. It is based on a chain of authority, each link of which 'reports' to the link above and receives reports from the link below. Action at any stage must be fortified with 'reasons'; mistakes must be 'explained'; only inaction requires neither reason nor ex-planation. There is no room in such a scheme for 'reasons' planation. There is no room in such a scheme such as Pascal recognized, no room for intuitions or insuch as Pascal recognized, he investigated, documented, spirations. Everything must be investigated, documented, debated and referred. The sole advantage in corporate ordebated and referred. ganization for busines lies in combination of capital, and this combination of capital is in practice almost always accompanied by a sacrifice of personal abilities. Only where occasionally, a corporation president or chairman is big enough and strong enough and able enough to impose his will upon his directors and act on his own initiative is this sacrifice avoided."

NEW ANGLE TO "HIDDEN" DEMONSTRATORS

In a thoughtful article on "United We Stand: Divided We Fall," printed elsewhere in this issue, Leroy Fairman offers some pertinent hints on trade competition generally that should interest manufacturers in all fields, particularly our own. Examples are mentioned of benefits of co-operation in other industries, which might easily be duplicated in the perfumery and toilet preparations world.

OUR ADVERTISERS

THE STANLEY MANUFACTURING CO.

Patentees and Manufacturers of Metal Labels, Name Plates, Display Signs, Christmas Seals and Greeting Cards

Dayton, Ohio

THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 14 Cliff Street, New York City.

Gentlemen: I don't believe you would want any better proof of what we think of your paper as an advertising medium than the additional two-year contract for inserts recently given you.

The number of inquiries we were able to close last year that was traced directly from our advertising in our paper has more than paid the whole year's cost of advertising. That your paper is very widely read outside the perfume and toilet industry was indicated by an order we were able to close from a business entirely foreign to perfumery or toilet products. To discontinue our advertisement in your paper would, to my mind, be committing commercial suicide.

Sincerely yours,

GEORGE F. STANLEY FOR THE STANLEY MANUFACTURING COMPANY.

FOREIGN TRADE OF OUR INDUSTRIES FOR 1923 REVEALS CURIOUS CHANGES

Figures are now available from the Department of Commerce for the foreign trade of our industries up to January 1. Going through the statistics for the twelve months some remarkable features are noted, when compared with previous reports. All of them are in favor of American dominance of our industries. The imports of raw materials have increased, but imports of finished goods have dropped heavily. Imports of soaps have fallen off, while exports of soaps have gained considerably. One bad spot is the serious diminution of flavoring extract exports, but the lull may be only temporary.

In 1922 on the items included in this review the grand total of foreign trade was \$33,139,123. For 1923 there is a decline of \$681,621 apparently, but in American manufacturers' favor there is a decrease of more than \$2,000,000 in imports of perfumery and cosmetics from abroad.

Here are the Government figures for the two years:

Imports	1922	1923
Essential and distilled oils. Perfumeries, cosmetics, etc. Soaps Talc Vanilla beans	7,774,845 913,377 371,684	\$5,560,004 5,612,789 725,376 409,600 2,630,475
Total imports	\$16,569,790	\$14,938,244
Exports		
Perfumeries, cosmetics and toilet prepara- tions Soaps Peppermint and other essential oils Flavoring and fruit extracts	\$6,309,867 8,913,110 585,072	\$6,878,683 9,306,632 645,754 678,189
Total exports	\$16,569,333	\$17,509,258
Grand totals	\$33,139,123	\$32,447,502

The comparative figures are so significant in various ways that little introduction is needed to them, except to say that it is evident the demand outside for American toiletries is growing, and that the French invasion perhaps merely means the Americanizing of the invaders and their businesses in this country, at least. They may save on the tariff and in various other ways, but when they are on our soil they must meet American conditions in rents, costs of labor and various other essentials that really put them on a level with others who do business in this country.

Trade Exchanges in Perfumeries and Cosmetics

The most interesting feature of our 1923 foreign trade relations has reference to the French invasion and its aftermath. An enormous increase is reported for perfume materials, which, of course, are used for manufacturing under American conditions, but the significant fact is that for 1923 on this whole branch, including finished products, there was falling off of no less than \$2,132,056. This means in connection with the essential oil imports that the invasion has apparently run its course. Conditions are likely to continue normal. American manufacturers can have little objection to competition upon an American basis under fair trade conditions, which are being adjusted by the Federal Trade Commission and otherwise. The invaders, or at least some of them, have been much more liberal advertisers in promoting interest in perfumeries and cosmetics generally than some of our long established American firms, but there are one or two extremely notable exceptions. Every perfumery advertisement helps the whole industry, Some firms realize it; others do not,

Of greater importance perhaps is the 1923 jump of more than \$2,000,000 in the exports of articles in this class. The total is now lower than in abnormal 1919 and 1920, but we are using the reports for what they may be worth for future reference. The present gains over intervening periods are solid and substantial. The tables:

Imports of Perfumeries, Cosmetics, Etc.

Imports of i		ember		ed Dec. 31
	1922	1923	1922	1923
Perfumery and cosmetics . Perfumery, inc. cologne \$2. Bay rum, toilet waters	22,405	\$206,478	1 \$5,773,884 1 937,971	\$2,366,987
and floral waters	6,919 46.024	11,270 268,184	127,920 1769,434	64,935 2,469,817
	47,963	98,482	1235,636	711,050
Totals\$4.	23,311	\$584,414	\$7,744,845	\$5,612,789
Totals for 1921		\$652,815		\$6,043,028
Totals for 1920		\$607,446		\$6,967,058
Total for 1919	****	******	*******	\$4,972,541

¹ Beginning September, 1922.

	ecember		Year Ended Dec. 31			
1922	1923	1922	1923			
Perfumery and toilet waters \$50,57 Talcum and other toilet	77 \$49,147	\$504,167	\$562,385			
powders	4 149,900	1,397,542	1,671,588			
cosmetics 96,37		966,133	1,093,747			
Dentrifrices		2,403,497 1,038,528	2,439,427 1,111,536			
Totals\$554,38.	\$524,984	\$6,309,867	\$6,878,683			
Totals in 1921	. \$410,661		\$4,736,946			
Totals in 1920	. \$796,926		\$8,739,593			
Totals in 1919			\$7,324,422			

Features of the Essential Oil Trade

Imports from abroad of essential and distilled oils, as revealed in this compilation of statistics, show losses as from 1919 and 1920, but a satisfactory gain over 1921 and 1922. The 1923 imports are more than \$3,000,000 less than in 1920 and \$1,400,000 less than in 1919, but those were abnormal years. On a present normal basis the increase

is about \$500,000 a year. December comparisons show a slight drop, but the entire 1923 much more than offsets it. The segregated figures follow:

	Dec	ember	Year Ended Dec. 3				
Essential and distilled oils	1922	1923	1922	1923			
Bergamot Citronella and lemongrass Lavender Lemon Orange All other	34,345 85,519 21,799 41,756	\$14,326 30,027 141,494 27,063 41,669 262,965	1\$104,824 1146,407 1128,833 466,034 192,273 14,168,009	273,799 651,592 448,828 258,102 443,863 3,483,820			
Totals	\$530,533	\$517,544	\$5,106,380	\$5,560,004			
Totals for 1921		\$435,024		\$5,123,428			
Totals for 1920		\$520,294		\$8,990,434			
Totals for 1919				\$6,940,623			

¹ Beginning September 22, 1922.

Our exports of essential, distilled and volatile oils is increasing steadily since 1920. The figures:

	For De	cember	For the	Year
	Peppermint	Other Oils	Peppermint	Other Oils
1923		\$62,063 52,168	\$366,273 298,743	\$645,754 585,072
1921	. 22,620	33,837	264,714	532,234
1920	51,409	86,148	457,395	1.571.415

Scap Industry Benefits by New Trade Figures

The new Government figures for 1923 give the soap industry an extremely good showing. Imports of soaps are much less than in 1922, although more than in previous years. The switching of some of the Lever trade from England to the Boston plant may account for it.

American soap exports make a fine display. There is close to \$1,000,000 a year increase for the last three years, with toilet and fancy soaps in the ascendency, leading the previous year by \$13,473.

The comparative figures show the details:

Importation of Foreign Soaps Into America

	Dece	mher	Year Ended Dec. 31			
Castile Toilet All other	22,804	1923 \$18,536 19,140 9,257	1922 \$341,298 173,497 498,582	1923 \$187,228 280,999 257,149		
Totals	\$72,443	\$46,933	\$913,377	\$725,376		
Totals for 1921		\$56,856		\$537,960		
Totals for 1920		\$37,971	*******	\$684,499		
Totals for 1919				\$405,952		

¹ Beginning September 22, 1922,

Talc Imports Again Are on the Increase

The Commerce Department makes no report of exports of talc. The imports are once more ascending toward the high mark hit in 1920. Figures for five years:

Year								Pounds	Value
1923	 	 						38.811.812	\$409,600
1922	 						ì	36,604,970	371,684
1921	 							22,911,226	238,581
1920								43,458,629	442,732
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TARIFF BOARD TAKES UP VEGETABLE AND OLIVE OILS

Victory Won by Soapmakers; Cutting Tax on Cheap Vanity Boxes; New Rules to Tax Vanity Boxes; Gain in Imports of Aromatic Synthetics

Washington, February 18.—Importers of vegetable oils, including soap manufacturers, finally have prevailed upon the Tariff Commission to commence an investigation of the high duties imposed under the Tariff Act of 1922. The commission has ordered an investigation of duties on a group of vegetable and animal oils under the flexible provisions of the act. The investigation is based on applications filed by the Bureau of Raw Materials for American Vegetable Oils and Fats Industries.

A preliminary hearing has been set for March 7. Under the order of the commission the investigation will include a number of oils mentioned in paragraphs 53, 54, 55 and 701 of the tariff law. Oils enumerated in the order are cocoanut, cottonseed, peanut and soya bean oils, tallow, oleo oil and oleo stearin, olive oil and herring, menhaden and whale oils and all fish oils not specially provided for.

The commission has had the question of an investigation into duties on vegetable and animal oils under consideration for nearly a year. Various agricultural organizations representing producers of vegetable oils have bombarded the Tariff Commission and President Coolidge with protests against any reduction in duties. Certain members of the Tariff Commission were understood to be opposed to any investigation under the flexible provisions of the law, preferring instead that an inquiry should be instituted under the general powers of the commission. While the commission had authority to order the investigation based on applications without consulting President Coolidge it is known that his advice was sought and that he indicated a desire that a full investigation should be permitted. It was by direction of the President that a deadlock existing in the commission on the question was broken.

Scope of the Order Is Broad

Under the order of the commission interested parties will have an opportunity at the hearing on March 7 to be heard generally with respect to "the industrial effects of the duties imposed upon said articles respectively; the competitive conditions under which said articles are produced, imported, or marketed; the interchangeability in use of said articles; the relation between the raw materials subject to said duties and the finished or partly finished products derived therefrom; the difference in the conditions of production; advantages and disadvantages with respect to competition in said articles; and particularly with respect to related articles, and articles proper to be included in said investigation, and such other matters as will tend to facilitate the control thereof."

It is indicated that the inquiry may be further broadened or restricted as a result of the March 7 hearing.

The portions of paragraphs 53, 54, 55 and 701 of the tariff law involved in the inquiry are as follows:

"Par. 53. Oils, animal: * * * herring, and menhaden, five cents per gallon; whale * * * six cents per gallon: * and all fish oils, not specially provided for, 20 per centum ad valorem.

Par. 54. Oils, expressed or extracted: * * * weighing with the immediate container less than 40 pounds, seven and one-half cents per pound on contents and container; olive oil, not specially provided for, six and one-half cents per pound.

"Par. 55. Cocoanut oil, two cents per pound; cottonseed

oil, three cents per pound; peanut oil, four cents per pound; soyal bean oil, two and one-half cents per pound.
"Par. 701. * * * Tallow, one-half of one cent per pound;

oleo oil and oleo stearin, one cent per pound.

The duties in the present law represent a considerable increase over rates formerly prevailing. The duty on herring and other fish oil not specially provided for was three cents per gallon in the 1913 law instead of five cents in the 1922 law. In the 1909 act, however, the rate was eight cents per gallon on all fish oils. The whale oil rate in the 1913 act was five cents per gallon.

The duty on olive oil not specially provided for was 20 cents per gallon in the 1913 act, while olive oil in containers having a capacity of less than five gallons was 30 cents per gallon.

The greatest controversy centers on the vegetable oils in Paragraph 55. Cocoanut, cottonseed and soya bean oil were on the free list in the 1913 act and also in the 1909 act. Peanut oil carried a duty of six cents per gallon in the 1913 act, but was free in the 1909 act.

Tallow and oleo stearin were on the free list in the 1913 act, while oleo oil carried a duty of fifteen per cent. In the 1909 act tallow had a duty of one-half of one cent per pound, while oleo stearin was free.

Hearing Held on Phenol Reduction Plea

Numerous hearings in pending investigations have taken place before the Tariff Commission during the last month. Among hearings held was one on phenol and cresylic acid. A reduction in duty was sought on phenol, a coal tar product which is manufactured into a wide variety of products for commercial and other uses.

Arguments on the petition of the Norwegian Nitrogen Products Company of New York for a writ of mandamus to compel the Tariff Commission to disclose domestic costs of production have been made before the District of Columbia Supreme Court. The case involves the secrecy with which the commission is authorized to surround information given it, and also is designed to be a test case of the constitutionality of the flexible tariff.

On behalf of the petitioner it was contended by former Judge Marion DeVries that costs of production are not trade secrets, and therefore not entitled to be considered as confidential. Judge DeVries asked the court to pass upon the constitutionality of the flexible provisions of the tariff law although he contends they are constitutional, as does the commission.

Members of the Tariff Commission contended that the commission has full authority to decide what information shall be held secret and that there is no appeal to the courts from such decision. The Tariff Commission members did not deal to any extent with the question of the constitutionality of the law. Contrary to expectation no other parties sought to intervene in the case with a view of challenging the constitutionality of the flexible tariff.

Mellon Tax Bill Now in House

The House Ways and Means Committee has reported the tax bill to the House in a form entirely satisfactory to Secretary of the Treasury Mellon. The Mellon surtax and normal tax rates are retained, although certain Republican members of the committee reserved the right to offer amendments on the floor, and the Democrats also will seek to tear the bill to pieces. The Republican leaders admit that they do not expect to be able to get the bill through the House without many amendments being adopted. The administration, however, refuses to concede defeat and is bringing pressure to bear to obtain the approval of the twenty-five per cent maximum surtax rate which forms the central feature of the bill.

The features of the bill which were not in the original Mellon bill include a twenty-five per cent reduction on individual income taxes payable in 1924 on 1923 income, the definition of the first \$5,000 of individual income as earned income in order that farmers and small storekeepers may obtain the benefit of the special reduction on taxes on earned income, a limitation of the twenty-five per cent reduction in the taxes on earned income to \$20,000 of income, and the repeal of a considerable number of miscellaneous taxes not contemplated under the Treasury program.

The bill repeals all of the soft drink taxes. Retail druggists among others favored this action. The repeal of these taxes was not provided for in the original Mellon bill. These taxes apply to flavoring sirups, carbonic acid gas, still drinks, unfermented fruit juices, etc. The repeal of these taxes means a loss in revenue of about \$10,000,000.

Instead of repealing the five per cent tax on jewelry as advocated by jewelry interests the committee decided to exempt from the tax articles sold or leased for an amount not in excess of \$40 and watches sold or leased for an amount not in excess of \$60. It is stipulated that the tax shall not apply to surgical instruments, musical instruments, eye glasses or silver-plated tableware.

To Cut Tax on Low Priced Vanity Boxes

The effect of the change upon such articles as certain vanity cases, which have been held to be taxable as jewelry, will be to eliminate the tax when the article is valued at \$40 or less. This change in the jewelry tax will mean a loss in revenue of about \$13,000,000.

The bill as reported from the committee repeals entirely the three per cent manufacturers tax on candy, involving a loss in revenue of \$11,000,000, and also the telegraph, telephone and leased wire tax, involving a loss in revenue of \$30,000,000, and the excise taxes on yachts and motor boats, carpets and rugs, trunks, valises, purses and pocketbooks, hunting and bowie knives, liveries and livery boots, hunting garments, portable lighting fixtures, fans, and the annual theater seating tax. The admission tax is repealed only on admissions of fifty cents and less instead of being repealed as provided in the original Mellon bill.

The change in the admission taxes means a loss in revenue of \$33,000,000 instead of \$70,000,000 as would have resulted from the repeal of the entire tax. This difference between the committee bill and the Mellon program made it possible to repeal the various other miscellaneous taxes not contemplated in the Mellon program. The bill reduces the stamp tax on transactions on produce exchanges by one-half and cuts the tax on billiard halls and bowling alleys by one-half.

It is regarded as virtually a certainty that some sort of tax bill will become law at this session but the situation in both Houses is so chaotic that the exact form of the bill will remain in doubt for some time.

New Price Maintenance Bill

Another price maintenance bill has been introduced in the House by Representative Williams of Michigan. This bill has been been referred to the Committee on Interstate and Foreign Commerce which already has the Merritt, Kelly and Wyant price maintenance bills and on which hearings are to take place in the near future.

The Williams bill is simple in form and its text follows:

"Be it enacted * * * That in a contract for sale of an article of merchandise of standard quality, under a distinguishing trade-mark, name, or brand, to a dealer, wholesale or retail, hereinafter referred to as the 'vendee,' by a manufacturer or other owner thereof.

hereinafter referred to as the 'vendor,' it shall be lawful for such vendor, if the contract constitutes a transaction in interstate commerce or in any district or territory subject to the jurisdiction of the United States, to prescribe a uniform price and uniform terms of settlement for the re-sale of such article: Provided, That (a) such vendor shall not have a monopoly or control of the production of or the market for such or any other article, in violation of the Act of Congress of July 2, 1890, or any of the acts supplemental thereto; (b) such vendor shall not be a party to any agreement, combination, or understanding with any of his competitors in the production and sale of such or any other article, with respect to the price at or the terms upon which it shall be sold or re-sold to the public, in violation of any of said anti-trust acts; (c) such vendor shall negotiate and effect such contract with each vendee, separately, in the course of a private business; (d) such contract shall be subject to reasonable exception; and (e) such contract shall not relate to a sale to the United States or any political subdivision thereof, or to a public institution, or to any society or institution established solely for religious, philosophical, educational, medical, scientific, philanthropic, or literary purposes.

Haugen Bill Is Advanced in the House

The House Committee on Agriculture has reported favorably the Haugen bill amending the Pure Food and Drugs Act with the ostensible purpose of protecting the public against possible deception as to the contents of containers by prohibiting the use of certain types of packages. The bill prohibits the sale of so-called slack filled packages which are designed to mislead the consumer as to the quantity of food purchased, and also aims to eliminate a type of package which is so contrived as to give the purchaser a false impression as to quantity, quality, size, kind, or origin of contents. This type includes bottles with inverted bottom and bottles made of thickened glass.

The bill is opposed by the Flavoring Extract Manufacturers' Association and other organizations because of the fact that it would interfere with the use of various bottles and containers now on the market.

A similar bill has been passed by the House in previous sessions but failed of action in the Senate.

Regulations for Taxing Powder Boxes

Regulations have just been issued by the Internal Revenue Bureau (T. D. 3549) to cover the ruling under which powder boxes are taxable as jewelry if made of or ornamented, mounted or fitted, with precious metals or imitations thereof. The regulations follow in part:

Articles 21, 22 and 24, Regulations 43 (Approved May 2, 1919), and Regulations 48 (Revised December, 1921), dealing with the tax imposed under the provisions of Section 905 of the Revenue Acts of 1918 and 1921, respectively, are amended to read as follows:

ART. 21. Jewelry.--The following articles are taxable as jewelry:

Articles to be worn on the person or apparel for the purpose of adornment, which, according to general custom or ordinary usage, are worn so to be displayed, such as brooches, rings, chains, cuff buttons, necklaces, fobs, etc. Such articles are taxable regardless of the substance of which made, and regardless of their utilitation white construction.

tarian value or purpose.

The term "worn on the person" as used in this Article does not include articles to be carried in the hand or hung over the arm, such as bags or purses. Articles to be carried in the hand, or hung on the arm, or carried or worn concealed on the person, whether in pocket or bag or under the outer garment, such as cigarette cases, eyeglass cases, pencils, powder boxes, mesh bags, or garter buckles, are not taxable as jewelry but are taxable if made of or ornamented, mounted or fitted with precious metals or imitations thereof or ivory, or ornamented, mounted or fitted with pearls, precious or semiprecious stones, or imitations thereof.

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ALCOHOL WAR TAX REPEAL FIGHT TO BE PUSHED

Second Committee Vote Might Have Relieved Industries of Big Burden; Regulations 61 Shelved; No. 60 Still Pending; Virgin Islands Bay Rum

Washington, February 18.—Although the tax bill as reported from the House Ways and Means Committee makes no change in the tax on alcohol, the organizations which have sought the reduction of the tax have not abandoned their fight and have received assurance that there will be considerable support for their proposal both on the floor of the House and in the Senate.

Inasmuch as the offering of amendments on the floor of the House will not be restricted it seems a certainty that some member will present an amendment reducing the tax on ethyl alcohol from \$2.20 per proof gallon to \$1.10, which in effect means a repeal of the \$1.10 tax which was added in 1917 as a war tax to the \$1.10 tax previously prevailing.

The American Manufacturers of Toilet Articles, the National Association of Retail Druggists, the Proprietary Association and the Interstate Manufacturers' Association, the organizations appearing before the Ways and Means Committee in behalf of a reduction in the tax, have indicated their intention to continue their efforts and have acquainted members of the House with their reasons for desiring this action.

Might Have Won on Another Vote

The Ways and Means Committee by a vote of eight to eleven rejected a motion to reduce the tax on alcohol by one-half. It was believed that if another vote could have been taken the result might have been different inasmuch as three members who had promised to favor a reduction in the tax were absent. One of those who voted against the reduction also indicated that if another vote were taken he would change his vote, which gave reason to believe that the action would have been reversed. No further opportunity, however, was given in committee to take up the question and the bill has been reported with the \$2.20 tax retained, although a wide range of industries were given the benefit of reductions or repeals of miscellaneous excise taxes.

If action on the floor of the House is unfavorable representatives of the interested organizations will appear before the Senate Finance Committee and again urge a reduction. If the Senate fails to take favorable action there will be still another opportunity on the floor of the Senate.

The present tax on alcohol yields approximately \$22,000,-000 annually. The prediction is made that this revenue is certain to dwindle rapidly because of the substitution of tax free denatured alcohol for tax paid spirits.

Loss Would Be Relatively Small

On the basis of falling off in revenue the claim is made that a reduction of the tax to \$1.10 would mean an actual loss to the government during the coming fiscal year of not more than \$7,500,000. The Ways and Means Committee in commencing its work decided tentatively to reduce miscellaneous taxes other than income tax to the extent of approximately \$120,000,000. The bill as reported contains changes in miscellaneous taxes which mean a loss in revenue of about \$114,000,000, so that if the tax on alcohol were reduced it would not greatly increase the revenue loss beyond the total originally planned.

The present tax of \$2.20 per proof gallon amounts to about \$4.18 per wine gallon. The tax on alcohol was \$1.10 per proof gallon for a good many years before 1917, when it was doubled as a war measure. Back in 1862 the tax was twenty cents per proof gallon, in 1868 it was increased to fifty cents, in 1872 it was made seventy cents, and in 1875 it was increased to ninety cents.

No hearings have been arranged in Congress on legislation relating to prohibition enforcement and none is in immediate prospect. The alcohol using trades have notified the House Judiciary Committee that they desire to be heard if a hearing takes place on the Cramton bill creating a prohibition bureau or on similar legislation.

As a result of objections advanced by the Alcohol Trades Advisory Committee, Commissioner of Internal Revenue David H. Blair has directed the Prohibition Unit to postpone indefinitely any further consideration of a revision of Regulations 61 relating to industrial alcohol and the manufacture, sale and use of denatured alcohol. This action was taken by Mr. Blair as the result of protests against a proposal in the tentative draft of the revised regulations to give prohibition directors the right to approve or disapprove of all applications for the use of denatured alcohol.

At present such permits are approved by collectors of internal revenue, which forms a much more satisfactory system from the standpoint of the alcohol using industries which find themselves burdened with needless difficulties whenever they have to deal with the prohibition directors.

Protest Against Regulations 61

It developed that outside of the proposal to transfer jurisdiction from internal revenue collectors to prohibition directors there was nothing of any great importance in the revised regulations. The Alcohol Trades Advisory Committee protested to officials of the Prohibition Unit, and when these officials refused to recede from their position an appeal was taken to Mr. Blair. Mr. Blair granted a hearing and was so impressed with representations made, to him that he ordered further consideration of the regulations indefinitely postponed. This is taken to mean that nothing further will be done for some months at least.

Under the proposed Revised Regulations 61 applications for permits to withdraw and use specially denatured alcohol for manufacturing purposes would have to be made in the first instance to the federal prohibition director of the state in which the applicant is located. The director would order an investigation of the applicant's premises, equipment and character. He would report the result to the local internal revenue collector, who in turn would order another investigation of the applicant. The recommendations of both the director and the collector would be forwarded to the Prohibition Unit in Washington for final action on the application for permit.

An application would have to be filed for a permit for each specially denatured alcohol formula desired to be used for manufacturing purposes. The estimated quantity of each formula to be used in thirty days would be stated in the application. When deemed necessary the commissioner might require the formula of the finished product, blue print, or diagram of apparatus, method of manufacture, samples and

advertising matter, or other data, to be furnished before

approval of the application for permit.

Under Revised Regulations 61 there also would be required the keeping of commercial records and the making of monthly reports covering transcritions for the preceding month. Such reports would show all alcohol on hand, re-ceived, used, or recovered. Persons holding permits to use specially denatured alcohol in excess of 100 wine gallons per quarter would keep a permanent record showing the amount of each formula of denatured alcohol received, amount of denatured alcohol of each formula on hand at all times, names of products in which each formula of denatured alcohol is used and the number of gallons, or amount otherwise expressed, of each product manufactured.

Revised Regulations 60 Still Delayed

Delays continue to take place in the final completion of Revised Regulations 60 for the administration of 11tle 11 of the prohibition act relating to intoxicating liquor for medicinal and industrial purposes. Only one point remains at issue. This relates to the annual renewal of manufacturers' permits which are known as H permits. These permits are for the use of alcohol in the manufacture of legitimate prodnets. Officials of the Prohibition Unit originally had agreed that the annual renewal of this class of permits would not be required. Legal officers of bureau, however, gave an opinion that the law could not be so construed as to waive the requirement for an annual renewal of these permits. Alcohol Trades Advisory Committee protested against this position and have taken the matter up with Commissioner of Internal Revenue Blair. Arguments have taken place before Mr. Blair on the legal point involved. It is conceded that under the law other classes of permits must be renewed annually but attorneys for the alcohol using trades believe that annual renewal is not necessary in the case of manufacturers' permits

If a decision is reached on this question without further delay it is possible that the Revised Regulations 60 may become effective as early as March 1.

Virgin Islands Bay Rum Exempt from Tax

Charges have been made that there is discrimination in the matter of taxes between bay rum imported from Porto Rico and from the Virgin Islands. Investigation seems to show that, if any tax applies to the Porto Rican product and not to that from other insular possessions, it is due to the fact that the former is made with pure alcohol, while denatured spirit is used in the Virgin Islands rum. A complication arises under the tariff act in the fact that the bay rum may not have been made in either of the insular possessions

whence it is shipped.

Judge Britt, chief counsel, Prohibition Unit, holds that bay rum from anywhere, made with denatured alcohol, pays no internal revenue tax, but if made with pure ethyl alcohol; it pays the regular internal revenue tax of \$2.20 per gallon. That is the tax on distilled spirits, which applies on the bay rum and not on the spirits in such bay rum. The fact seems to be that bay rum made in the Virgin Islands is usually made from denatured alcohol, much of which alcohol is made in Porto Rico and shipped to St. Thomas, Virgin Islands, for use in making bay rum. Naturally, such bay rum would free from United States internal revenue tax. Bay rum made in Porto Rico may be made from undenatured alcohol, and hence be subject to tax.

Bay rum in Porto Rico pays a 30 per cent ad valorem in-sular excise tax, and the War Department (Insular Bureau) says Porto Rican bay rum has to pay the regular United States internal revenue tax in continental United States when shipped here. This principle of applying United States internal revenue taxes on Porto Rican products shipped to the United States applies to tobacco, cigars and other taxable products. Bay rum in the Virgin Islands pays the ordinary local business tax there, the same as other business, but no excise or internal revenue there, and no internal revenue tax when shipped here, the Navy Department says. The reason for this apparent discrimination is believed to be

indicated above.

Bay rum made in foreign territory and shipped into islands pays tariff duties. In the case of Porto Rico, this is the regular American tariff (1922) rate of 40c, per pound plus 60 per cent ad valorem. In the case of Virgin Islands, the duty is under the old Danish law. Persons here seem a bit hazy on just what the rate is. Bay rum shipped from Porto Rico to continental United States pays no tariff duty. In other words, there is free trade. Bay rum from Virgin Islands pays the regular Act of 1922 tariff duty when coming into the United States unless it is the product of the Virgin Islands or contains not more than 20 per cent of foreign material (such material does not include alcohol made in Porto Rico and shipped to Virgin Islands for use in making bay rum). If the bay rum from the Virgin Islands received in continental United States is of foreign origin or if it contains more than 20 per cent foreign material it would pay duty on coming here equivalent to the 1922 tariff rates.

Haynes Talks on Industrial Alcohol

Commissioner Haynes and other officials of the Prohibition Unit referred to industrial alcohol during testimony before a subcommittee of the House Appropriations Committee in connection with the consideration of the annual Mr. Haynes discussed the

Treasury appropriation bill. A handling of permits for alcohol.

The national prohibition act imposes upon the commissioner the duty of so administering the act that the medicinal and industrial uses of alcohol will be preserved and protected," said Mr. Haynes. "The total production of medicinal and industrial alcohol last year was approximately 60,000,000 wine gallons, being an increase of about 16,000,000 over the previous year. The production and consumption of industrial alcohol during the last three years has followed very closely the general volume of the nation's business, the year 1922 showing a recession from 1920 and 1921, and the year 1923 showing an increase over the year 1922. This increase is largely attributable to the great activity in the building and automobile trades. The increase is very evenly divided between completely denatured alcoso very evenly divided between completely denatured alcohol and specially denatured alcohol, thus indicating no particular abnormal features. There is less diversion of industrial alcohol at the present time than in the period immediately following the effective date of the national prohibition act, and the unit is continually bringing about a more effective control without hampering lawful business. as the figures clearly show."

Representative Madden, of Illinois, interposed a question. "All industrial alcohol, I assume, is denatured before it is permitted to go out? And it is not fit for use for beverage

That is the supposition, yes, sir; unfortunately, chemists are able at times to extract the denaturant and make the alcohol fit for beverage purposes," said Mr. Haynes.

WORMSEED OIL IN ILLINOIS

Oil of American wormseed conforming to the U. S. P. is reported to have been obtained in good yield from plants cultivated at the experiment station of the Moorman Manufacturing Co., Quincy, III. Heretofore it has been generally considered that this oil could be produced only from plants grown in the vicinity of Baltimore, and that the oil obtained from plants grown in the Middle Westknown as "western" oil-was inferior in quality. The Moorman experiment station claims that the failure of previous investigators to obtain a satisfactory quality of oil from the "western" plants was due largely to faulty methods of distillation. The oil obtained had a specific gravity from 0.960 to 0.975 and contained from 78 to 85 per cent of ascaridol. The supply of oil of wormseed has been long below the demand, which condition is stimulating efforts to produce it in various sections of the country. Future work will be on a much larger plan, covering every phase of the problem. The investigation is under the direction of W. A. Konantz. The Moorman Co. will gladly co-operate, on request, with anyone wishing to experiment with the production of the oil.

Snappy, Instructive and Full of Meat. (From A. H. Pruitt, Veterinary Surgeon, Hays, Kansas) You have a fine journal and it is snappy, instructive and full of meat.

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BABSON SEES BENEFITS IN LOWER TAX MOVEMENT

Exasperated Public is Now Bound to Get Rid of the Intolerable Overload; Startling Increase in Governmental Debts; Wave of Economy Starts

Roger W. Babson, the noted statistical expert and public economist, greets with decided favor the nation-wide movement in favor of lower taxes and government economy which he believes will have a beneficial effect on business generally. In discussing the subject he says in part:

"Massachusetts has started a movement of economy which is likely to sweep the legislatures of the country just as the slogan of 'law and order' did five years ago. Any steps to reduce expenditures and taxes now meet a great popular desire. Both business men and investors should promptly review their commitments with this situation in mind. During the war every one expected taxes to go up. When the war was over everybody expected them to come down, but was disappointed and disillusioned.

People Becoming Exasperated

"Now, however, people are becoming exasperated over the continued advances. Each year has added both to the debts and tax rates of the various states and municipalities. The records show very clearly the increase in both taxes and debts. It is high time for a reaction.

"The public now wants more than anything clse to be rid of the intolerable tax load which these expenditures impose. The awakening has come suddenly, but it is positive, and every alert politician will at once hasten to get into step. Public opinion is like a barrel of gunpowder with a slow fuse—nothing doing for a long time, and then things happen quickly.

"Some idea of the extent to which the movement may go can be seen from the example of Massachusetts, which is trying to cut its budget for the coming year by more than \$8,000,000. Instead of spending nearly \$50,000,000 as originally planned, the State this year proposes to spend less than \$42,000,000. The important point is that the cut comes mainly by eliminating constructing projects.

"More alarming than taxes has been the increase in debt. Total debts of states, counties and cities indicate an increase of 163 per cent in the ten-year period, 1912-1922. Including the National Government's gross debt, it amounts to over \$32,786,000,000.

Enormous Increase in Public Debt in Decade

Even when the various sinking funds and other assets beld for retirement of such debts were subtracted the net debt for 1922 was \$30,851,000,000, making a total increase for the decade of nearly 380 per cent. These figures speak for themselves. To be sure a good part of the increase in state borrowing has gone for new roads—an entirely worthy purpose. If, however, the municipalities and states should continue borrowing at the rate shown by these figures, it would be impossible for them satisfactorily to take care of principal and interest payments.

"If the movement for economy spreads, as seems likely, it will have certain very important effects. Essential enterprises of the Federal Government should still be carried out. City and state governments, however, are likely to change very radically their plans for expenditures. Persons who have been estimating on public work proposed in various sections should watch the movement and make ample allow-

ance for it. As far as the long-swing of general business is concerned the movement is decidedly favorable. Money which is not paid for taxes will be spent in other and probably more productive ways.

"Certainly a slackening in extravagant borrowing on the part of certain states would immeasurably improve their business status. A program of reduction also would mean that the position of municipal and state securities already issued would be improved. Furthermore, the Federal tax reduction should greatly lessen the tempetation for communities to flood the market with non-taxable securities. With this temptation removed, local borrowing and consequently local taxation will automatically be scaled down.

"Doubtless this economizing will not strike all sections at once. However, it has started, and the temper of the public on this subject is one which politicians are not likely to oppose. With so much being said about reduction of Federal taxes it is but a short step to apply the same treatment to local taxes which represent nearly 60 per cent of the total tax bill. When it is realized that to cut local taxes is one of the best ways to lower the cost of living, the pressure may be irresistible."

MORE VIEWS ON 1924 TRADE OUTLOOK

On account of delay in the mail a number of letters from active members of the American Manufacturers of Toilet Articles, giving their views on the business situation arrived too late to be included in the symposium printed in our January issue. These are so interesting that we are publishing them herewith:

Outlook for First Half Year Promising

Charles A. Pearce, vice-president, The Palmolive Co., Chicago, Ill.—The business outlook for the first six months at least, of 1924, is similar to that of 1923. I think it is too early for an opinion in reference to the last half of the year to be of much value.

Conditions Will Continue Favorable

N. N. Dalton, vice-president, Peet Brothers Co., Kansas City, Kans.—Our economic authorities seem to agree that the agricultural position of the country has improved; further, that a very substantial purchasing power now exists, and the yearly statements of some of our largest industrials speak very forcibly for themselves.

Regardless of the fact that we are in a presidential year, it does look as though business were about as near normal as it ever becomes, and we see no reason why general business conditions should not continue favorable.

Country Is Soundly Prosperous

Samuel McClintock, Marshall Field & Co., Chicago, Ill.—Nineteen twenty-four has started off well. It gives promise of being as good or better than last year—one of the best in the country's history.

When we look back over the past year we see that business generally was active and well sustained in nearly all parts of the country. Our wholesale distribution was considerably ahead of that for the previous year. As we sell to some 40,000 merchants throughout the country we know that the increased purchasing power resulting from full employment and high wages was reflected in active retail trade. Where merchants secured sufficient turnover and mark-up, and guarded their general expenses, they found business satisfactory both in volume and in profits.

The retail trade of our company last year was practically equal in dollars to that of 1920, when prices ranged some

The retail trade of our company last year was practically equal in dollars to that of 1920, when prices ranged some 20% higher, and showed a substantial increase over every corresponding month of 1922. The public showed good discrimination in its selections and preference for goods of quality and design.

Marshall Field & Co. now own and operate many mills and factories in various parts of the country, producing a material part of the merchandise distributed through our wholesale and retail outlets. These textile and other manufacturing plants ran throughout the year practically at capacity. During the year we added a large axminster rug mill, now running day and night, a hosiery mill and an upholstery furniture factory. These extensive expansions during the past year emphasize the confidence of our organization in the future.

From all the indications now at hand it looks as if 1924 ought to be as good a year for the country as was 1923. Production is steady, buying conservative, and retail distribution satisfactory. The money situation is excellent; credits are available upon reasonable terms; collections are

The prevailing conservatism tends to prolong the present wide-spread prosperity. The only fear we have is of too heavy taxation, too many laws and regulations of all kinds increasing costs and hampering normal business activities. Less government in business, less class legislation, less ill-considered effort to cure every individual and industrial inequality by legislative nostrums would help sustain the present general well-being.

Especially important are the efforts of the Treasury to lighten the heavy burden of taxes which are part of every bill the merchant buys or sells, and every rent, grocery and clothing bill the consumer pays. The Mellon plan is sound and equitable and has received wide popular approval. Everyone should urge his congressmen to get behind it strongly. Now is the time to speak out and secure results that will be helpful to every part of the country.

Preparing for Biggest Year

C. A. Hanley, manager, La Crcole Laboratories, Memphis, Tenn.—We would say that the substantial increase in our volume of business in 1923 prompts us to look forward into the year 1924 most ontimistically. We are preparing for the biggest year in the history of La Creole. Our 1924 January business has already topped our 1923 January business and the month is but little over half gone.

We are rapidly outgrowing our quarters in the Van Vleet-Mansheld Drug Co, building and look forward to the erection of a building which will be the exclusive home of La Creole Laboratories.

It is our prediction that this will be a big and successful year in the South. Watch us grow!

Agricultural Committee's Improving Position

G. B. Moxley, president, Kiefer-Stewart Co., Indianapolis, Ind.—The outlook for 1924 in this territory is good. We expect conditions in agricultural communities to gradually improve and the conditions in industrial towns to about hold their own, with general bank clearings approximating those of 1923.

Excellent Contracts Being Received

H. J. Harshberger, general manager, Amole Soap Co., Tippecanoe City, Ohio.—The outlook appears to us very promising for a good volume of business in 1924.

We are receiving this early in the year some excellent contracts, which shows conclusively that the trade in general expects a very satisfactory volume of business.

Busiest Holiday Season in Years

A. M. Vail, Vail Brothers, Philadelphia, Pa.—We can say that we had the busiest holiday season that we have had for years, keeping up later in December than ever before.

LAFAYETTE'S PERFUME BOTTLE IS A GIFT TO PHILADELPHIA CELEBRATION

Marie Joseph Paul Yves Roch Gilbert Du Motier, Marquis de Lafayette, Major general of the Continental Army, owned a bottle of perfume. Not a small vial such as the ladies now carry in their chatelaine bags. Ma foi! No! A man-sized bottle, his; odd of bowl, stopper-topped, lacquered in gold—a jewel of a bottle with a capacity for perfumed to scent a regiment.

Perhaps his earlier life in the court made him slave of the perfume. It is said his order with the old perfumery firm of Houbigant was a standing one. Long ago the fastidious Marquis passed on to his great reward, but, strange freak of fate, that perfume bottle, a fragile thing compared to a human being, still survives. Houbigant has



LAFAYETTE'S FAMOUS PERFUME CONTAINER

just resurrected it from its storerooms in Paris, probably sent to be refilled in the days when Lafayette was on his death bed, and forgotten in the international mourning following the passing of the great man.

lowing the passing of the great man.

"The France of Lafayette has gone," is the statement of Houbigant. "A Napoleon, a Joffre, a Foch have risen in order in his place. It is to America that he is still endeared. We will send it there."

And so, after more than a hundred years, the bottle has found its way once more across the Atlantic—in the box of a salesman instead of the portmanteau of a Marquis. It is to be presented to the City of Philadelphia for display at the Sesqui-centennial and subsequently, as a permanent possession of the city near where Lafayette shed his first blood in the defense of Liberty.

Perfume Prescription Bill in Mississippi

Dr. Nellie B. Cooper, president of the American Cosmeticians' Society, calls attention to a movement in Mississippi to promote freak discriminatory legislation. Dr. Cooper writes that a resolution adopted by the First Baptist Church at Laurel, Miss., and sent to the State Legislature to be framed into a bill, prohibits the sale of perfumes and other preparations with an alcoholic content., without a physician's prescription. If the bill gets a good start, it would be very difficult to stop its enactment, Dr. Cooper writes, and therefore it is most important to take steps now to arrest this movement.

What Means a Quart to 12 Jurors?

An up-State jury drank a quart of evidence, refilled the bottle with water and reported to the Court that there was insufficient evidence to convict. Well, how can you expect a quart to be sufficient for twelve thirsty men?

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"UNITED WE STAND; DIVIDED WE FALL"

A Few Thoughts for Manufacturers Who Seem to Prefer to Starve Separately Rather Than to Prosper Co-operatively

By LEROY FAIRMAN

New York Advertising and Merchandising Expert

Early in the history of the human race some genius for organization conceived the bright idea that life would be more safe, easy and agreeable if a group of families combined for common defense and mutual benefit. Hitherto each family had flocked by itself; an easy prey to wild animals, likely at any time to be wiped out by some stronger family, and gaining subsistence with much difficulty as well as danger.

Thus the tribe came into being, built for itself permanent homes, constructed fortifications, developed concerted methods of attack and defense and a system of allotted tasks which made the labor of each individual less arduous.

There were some narrow-minded, obstinate folks who couldn't see the tribal idea at all. They said they wanted independence; the fact was that they couldn't bear the thought of co-operation—of any effort which would be of use or benefit to anybody except themselves. Their idea of a proper life was to lurk in forests or in caves, pounce out upon some weaker family, kill the men and carry off the women and the provender. They would far rather eat stolen food twice a week than dine every day upon food shared by others.

Parallel Found in Trade Methods

Thousands of years later, strange to say, we find a parallel situation in business methods. Although it has been proved scores of times that an entire industry, and everybody concerned in that industry, thrives better through intelligent co-operation than by cut-throat competition, we still have with us, in large numbers, the type of business man who prefers to flock strictly by himself and gain buyers for his goods by taking them away from the other fellow. In about every industry you can mention there are scores of manufacturers who spend ten hours evolving more or less shady schemes for getting trade away from their competitors, to every ten minutes they devote to studying methods for so improving their product and their service as to win a following all their own.

There are a few big frogs in every frogpond, but there are no big frogs in the pond where all frogs do not thrive, and have adequate opportunity to gain such stature as nature intended. And if the big frogs eat the little ones, they will soon develop enough ambition and jealousy to attack each other, and the frogpond will become a morgue.

To be a big frog in the business pond is a worthy purpose, but growth attained by trying to make it impossible for the little fellow to exist will prove to be unhealthy fat instead of useful sinew. And the little frog who subsists by morsels swiped from the other frogs will be a puny weakling to the end of his days.

Creative, Not Destructive Work Needed

It should be plain enough that business should be creative and not destructive, and that the only way to create new business is to gain new users for the goods manufactured. When Peter takes customers away from Paul, and John

takes them away from Peter, no new business is created, no new users of their products are gained, no new money is brought in. Each has expended money and energy in doing an economically foolish thing—more money and energy, in most instances, than would have been required to secure an entirely new group of consumers.

To clarify this thought, let us suppose that Peter, Paul and John make hair nets, and each has 100 customers—I am using small figures for the sake of simplicity. One hundred women are perfectly happy in the hair nets Peter makes, and both Paul's and John's patrons are equally satisfied. Paul has a severe attack of ambition, and plans to increase his business by getting customers away from Peter and John. In order to do this, he has to make them unhappy with the hair nets they are wearing, and have worn for years. This is not an easy matter; they have become accustomed to buying a certain brand; they have by degrees acquired a certain affection for them; they have the habit of asking for them, and habits are not easy to break.

Consequently, Paul has to do a great deal of talking and claiming and arguing in order to get any customers away from Peter and John. Perhaps he has to cut the price, or give an extra hair net, or offer premiums. And when he does get them, he isn't sure of keeping them. Peter and John are peeved and resentful; they'll get back at Paul at the first opportunity, even if it costs them money to do it.

Meanwhile, in the city which forms the trading area of these three, there are 700 women who wear no hair nets at all. They have never been convinced that they ought to wear hair nets. The advertising of Paul, Peter and John has been devoted to extravagant claims of the superiority of their goods—each claiming that his is far and away better than the others. The 700 non-users are not interested in these conflicting claims and confusing arguments; so they go on about their affairs, totally ignorant of the reasons why they ought to wear hair nets.

Prospecting in the Pathway of Prosperity

Now it would have been a comparatively simple matter for Paul, when ambition attacked him, to have gone out among the non-users of hair nets, explained to them how much more comfortable and attractive they would be if they wore hair nets, and gathered in more customers than he could ever get away from Peter and John. And they would have been his customers; they would have been grateful to him for bringing a new pleasure into their lives, and he would stand a good chance of keeping their trade for the rest of their lives.

Profiting by his excellent example, Peter and John would naturally follow it, and presently each would have 200 customers, and all of them would be prosperous and happy.

There has been considerable talk of late concerning an abuse which, it is alleged, is especially prevalent in the toilet goods business. It is claimed that "hidden" demonstrators, planted behind the counters in toilet goods departments, have sold the products of their employers by

"knocking" competing products. Presumably in the employ of the store in which they are demonstrating, it is said that they have denied that competing goods were on sale there, and have used other reprehensible methods to induce intending buyers of such goods to purchase those of their employers.

It is not my purpose to discuss the ethics of such methods, but it is worth while to consider, in passing, whether or not a manufacturer may have, under certain conditions, a property right in his customers. If Paul, whose activities we have described above, had gone out among non-users and converted a number of women to the use of hair nets, and by this means sold them his own product, he would have had every right to consider them his customers—his permanent customers. He created their business. He spent time and money to convince them that they ought to wear hair nets.

Prosperity Not Increased by Competition

If they learn from their neighbors that John makes better hair nets, conclude to try them and find them more satisfactory, Paul will lose their business and deserves to lose it. If Peter advertises in the Perfect Ladies' Journal, and by an honest and straightforward statement of the nature and quality of his goods convinces some of Paul's customers that they would do well to try them—and if they do try them and are better pleased with them than with Paul's—then Peter will get their business, and deserves to get it. That is fair competition.

But misrepresentation of another manufacturer's goods, or making other misstatements to induce his cus; omers to buy something else is unfair competition. We have laws against practices not half so objectionable.

Aside from all ethical considerations, it is an indisputable fact that the prosperity of an industry, or any member of it, is not increased by competition. When no attempt is made to increase the number of consumers of manufacturers as a unit, competition is not the life of trade, but the death of it,

It is the death of trade because it leads inevitably to cutting prices below the danger line; because (when the increase of population and wealth is considered) users die off faster than new ones are added, and because new capital, new blood, new energy, are discouraged from entering so unpromising a field. Put an industry in the control of a dozen cutthroat "conservatives" and they will kill it in twenty years!

Some Weird Wording in Perfume Advertisements

It is generally conceded that in these times advertising is one of the essentials of business success. In the toilet goods industry, there are certain outstanding specialties which have been advertised heavily with the obvious purpose of gaining multitudes of new users. A number of these specialties have achieved a high degree of success. But in other branches of the business such advertising as is done does not seem in any degree intended to de zelop new business. Take the advertising of perfumes, for example. I have never seen a perfumery advertisement which seriously, sensibly attempted to convert non-users.

Apparently not knowing what to say, perfumery advertisers throw together the weirdest combinations of verbal extravagancies ever printed. Some of them sound as if the purpose of the advertised perfume was to transform the user into some kind of a super-vamp—a creature in whose company the most austere and ascetic male could not trust

himself for a moment. Others promise joys which no reasonable person would expect to find in Paradise, and many are absolutely incomprehensible.

There are many toilet articles which are advertised to a limited extent, and enjoy a limited sale. Extensive advertising would greatly increase their sale; but their manufacturers either lack the capital to undertake heavy advertising campaigns, or are too "conservative" to attempt them. Other toilet articles of outstanding merit are never advertised at all.

The use of all these articles, as well as of those which are better known, could be greatly increased by intelligent co-operative effort on the part of the industry as a whole. So far as I can learn, there is at present not the slightest likelihood that manufacturers in the trade will get together for that or any other purpose. It is a sad thought.

There should be no necessity of citing facts to prove that co-operative advertising effort benefits all who are engaged in an industry, the little fellows as well as the big. The facts are well known; every well informed business man is familiar with them.

Lesson in Raisins and Coffee Roasting

We have all learned that, through advertising, the annual consumption of raisins has been increased from 50,000 tons to 200,000 tons—and at a greatly increased price to the consumer. One might think that everybody knows about coffee, and that the saturation point in its sale must have been reached long ago. The coffee roasters did not think so, and combined in a great advertising campaign which produced remarkable results in the sale of coffee, and benefited every roaster.

The sale of oranges, lemons and other fruits has been similarly increased through co-operation, and the lowly prune has been exalted to a position among the "best sellers." Just now a big campaign on leather is running in the magazines, and the other day a titled gentleman from England came over to launch a million-dollar campaign to extend the use of India Tea in America.

This entire page might be filled with facts and figures proving that co-operative effort vastly increases the sale of goods, and benefits all concerned—but the man who shrinks with horror from the idea that some of his money might help somebody else would continue to shrink!

There are many advantages gained through co-operation which should not be overlooked. Quality becomes standardized and prices stabilized. The exchange of ideas by manufacturers is of mutual benefit, and the big fellows have no monopoly in good ideas. The whole tendency of the industry is toward better materials, better methods of manufacture and marketing, better packages. This betterment of quality and service makes higher prices possible, and increases consumption by making the goods more attractive and desirable.

Let us hope that the time will come when manufacturers in every industry will realize that their job is to fight the public for larger volume, and not to fight among themselves for more than their individual share of small volume.

Perfume and Toiletry Makers Should Benefit

The mistake made by some druggists last year in not ordering enough holiday merchandise is not being made this year. Some of them, we understand, have doubled their usual allotment—and likewise their advertising appropriation.—Western Druggist.

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THE SYNTHESIS OF SOME NEW HIGHER ALIPHATIC GLYCOLS AND UNSATURATED PRIMARY ALCOHOLS*

By Marston Taylor Bogert and Edward Mark Slocum'

INTRODUCTORY

By the reduction of citronellal from citronella oil, F. D. Dodge2, working in this laboratory, discovered the important

The primary purpose of the investigation recorded in the following pages was the synthesis of primary olefin alcohols structurally akin to citronellol (I) and to rhodinol (III);

CH₃C(:CH₂)CH₂CH₂CH₂CH(CH₃)CH₂CH₂OH

CH₂C(:CHR) (CH₂)_nOH (II)

CH₂C(CH₂):CHCH₂CH₂CH(CH₃)CH₂CH₂OH (III)

CH3CR:CH(CH2),OH (IV)

Citronellol and rhodinol, together with geraniol, phenylethyl alcohol and some of the esters of these alcohols, are the principal constituents of attar of rose and occur also in other fine essential oils.

Very few of the higher primary olefin alcohols have been prepared synthetically hitherto 5, 4, 5, 6, 7. It was expected that such synthetic alcohols, of citronellol or rhodinol type, would be found to possess some of the pleasing perfume qualities of these natural products, and in this expectation we were not wholly disappointed.

The initial materials for the syntheses were acetoacetic ester and the iodohydrin acetates, from which the ketols 3aceto-1-propanol and 4-aceto-1-butanol were prepared. These were converted into primary tertiary glycols by the Grignard reaction, and these glycols when heated lost a molecule of water and formed the desired primary olefin alcohols (II and IV). The steps in the synthesis may be represented as follows:

CH₂COCHNaCOOR + ICH₂CH₂OCOCH₂ → CH_aCOCH (CH₂CH₂OCOCH₃) COOR → CH-COCH2CH2CH2OH → CH₂CR(OMgI)CH₂CH₂CH₂OMgI

CH2CR(OH)CH2CH2CH2OH -> CH₂CR:CHCH₂CH₂OH→

Other methods of synthesis attempted may be indicated

schematically thus-R₂CO + IMgCH₂CH₂OMgI R,CO + IMgCH,CH,X

R₂C(OMgI)CH₂CH₂OMgI R.C(OMgI)CH.CH.X R₂C(OH)CH₂CH₂OH R.C(OH)CH.CH.X - R₂C:CHCH₂X (X = I,OCOCH3 or OCH2OCH3)

Both acetopropanol and acetobutanol have been prepared before from acetoacetic ester, but not by the process

described in this paper. Lipp's reported a 65-70% yield of acetobutanol from acetoacetic ester and trimethylene bromide, using dil hydrochloric acid (sp. gr. 1.1) as the hydrolyzing agent, but found that in the case of acetopropanol the yield was only 20%. Colman and Perkin' were able to show that Lipp's acetobutanol consisted mainly of its cyclic anhydride. Von Ehrenthal10 improved Lipp's process and obtained a 29.4% yield of acetopropanol. Franke and Kohn", using a somewhat similar method, claimed a 25% yield of crude acetopropanol. Most of the loss occurring in the Lipp process is due to the fact that one mole alkylene bromide tends to condense with two of sodio acetoacetic ester, thus forming α, δ-diacetoadipic and α, ε-diacetopimelic esters, 80% of the dibromide reacting in this way. We have avoided this difficulty by using the iodohydrin acetates in place of the alkylene halides, and have thus secured yields of the desired ketols amounting to about 50% in the case of acetopropanol and 62% for acetobutanol.

Halohydrins themselves have been used previously in similar condensations, but not always with satisfactory results. Bentley, Haworth and Perkin12 attempted to condense ethylene chlorohydrin both with sodio malonic and with sodio acetoacetic esters, but the results were disappointing. Fittig and Chanlaroff13 condensed ethylene chlorohydrin with sodio acetoacetic ester and on hydrolysis of the product with barium hydroxide solution secured \(\gamma\)-hydroxybutyric acid and its lactone. They also prepared α-ethyl butyrolactone in similar manner from ethylacetoacetic ethyl ester. Hydrolysis with hydrochloric acid, they reported as unsatisfactory. Bentley, Haworth and Perkin12, and Perkin and Sprankling14, were unable to duplicate these results, and our own repetition of the work yielded but a very small amount of the lactone.

In place of the free halohydrins, their ethers or esters have been employed frequently in analogous synthetic operations. Phenoxyethyl bromide was used by Bentley, Haworth and Perkin12 with the sodio derivatives of malonic and acetoacetic esters, but the yields were poor and the reactions complicated. Marvel and Tannenbaum15 recently have found phenoxypropyl bromide serviceable in the preparation of the corresponding cyanide. Simonsen16 showed that monochloro methyl ether condensed with sodio malonic ester to give the expected methoxymethyl derivative in low yield. Later, Simonsen and Storey" carried out the reaction with sodio acetoacetic ester and obtained an enolic condensation, Haller and Marsh¹⁸ succeeded in condensing sodio aceto-

³ Leebl, Monatsh., 24, 398 (1903)

^{*} Beuveault and Blane, Bull. Sec. Chim. [3], 31, 1210 (1904)

⁵ Bouveault and Blanc, Ger. pat. 164,294 (1905)

⁶ Alberti and Smieciuszewski, Monatsh., 27, 414 (1906)

⁷ Letellier, Compt. rend., 146, 345 (1908)

⁸ Lipp, Ber., 18, 3280 (1885); 19, 2844 (1886); 22, 1196 (1889)

⁹ Colman and Perkin, J. Chem. Soc., 55, 356 (1889)

²⁰ Von Ehrenthal, Menatsh., 24, 352 (1903)

¹¹ Franke and Kohn, Monatsh., 28, 997 (1907)

¹² Bentley, Haworth and Perkin, J. Chem. Soc., 69, 162 (1896)

¹³ Fittig and Chanlaroff, Ann., 226, 326 (1884)

¹⁴ Perkin and Sprankling, J. Chem. Soc., 75, 11 (1899)

¹⁵ Marvel and Tannenbaum, J. Am. Chem. Soc., 44, 2645 (1922)

Simonsen, J. Chem. Soc., 93, 1780 (1908)
 Simonsen and Storey, J. Chem. Soc., 95, 2108 (1909)
 Haller and Marsh, Compt. rend., 139, 99 (1904)

^{*}Contribution from the Chemical Laboratories of Columbia Uni-

¹This work was made possible through the generous assistance of E. I. du Pont de Nemours & Company, as Dr. Slocum was the bolder of a du Pont Fellowship at Columbia University.—M. T. BOGERT.

² Dodge, Am. Chem. J., 11, 456 (1889)

acetic ester with bromethyl acetate, but made no attempt to hydrolyze the product

In carrying out acetoacetic ester condensations with various halogen derivatives, our observations lead us to believe that chloro derivatives condense preferably with the enol, bromo derivatives partly with enol and partly with keto. and iodo derivatives preferably with the keto form. Thus, the products resulting from the condensation of sodio acetoacetic ester with ethylene chlorohydrin, with chlorethyl acetate or chloropropyl acetate, gave mainly acetone when hydrolyzed with 5% hydrochloric acid. As just noted, Simonsen and Storey found that the condensation product with monochloro methyl ether was likewise of enolic type, and Claisen19 records a similar observation with chlorocarbonic ester. According to Bouveault20, acid chlorides give a mixture of enol and keto forms. In these cases, where the halogen is in union with a carbon which also carries oxygen, this structural peculiarity may favor enolic rather than ketonic condensation. It is interesting to find that in reactions where enolization of the sodio derivative is less likely, condensations with chlorine derivatives have proven unsuccessful not infrequently. Thus, Bentley, Haworth and Perkin12 were unable to condense sodio malonic ester with ethylene chlorohydrin with satisfactory results, as already mentioned. Ruhemann and Tyler21, and Ruhemann and Wolf²⁸, were of the opinion that the condensation products obtained with chlorofumaric esters were furane derivatives. In various instances where chloro derivatives are reported to have given keto condensations 28, 26, 25, 28, 27, either proof is lacking that the product was actually of ketonic and not enolic structure, or the yield of keto compound was low.

We noted, further, that the condensation with chloro derivatives was ordinarily more rapid (8 to 10 hours) than that with the corresponding iodo derivatives (40 to 50 hours). If, as Brühl and Schroeder28 and others have maintained, sodio acetoacetic ester is present in alcoholic solution mainly in the enolic form, a chloro derivative capable of reacting with such an enolic form should condense quite readily. On the other hand, if iodo derivatives react preferably with the keto form, a transformation of enol to keto must be consummated before the reaction is completed and a longer time would probably be necessary.

Other experimental work with acetoacetic ester involved the condensation of isoamyl acetoacetic ethyl ester with iodoethyl acetate and hydrolysis of the product to a-isoamylγ-hydroxybutyric acid. Distillation of this acid under reduced pressure, gave the lactone as a colorless oil of agreeable aroma.

Sommelet showed that alkyloxy ketones subjected to the Grignard reaction gave monoalkyl ethers of glycols. Franke and Kohn¹¹ submitted acetopropanol and acetobutanol to the action of methyl magnesium iodide, and obtained the expected glycols on hydrolysis of the products. They reported that the glycols on hydrolysis of the products. They reported that the glycol from acetopropanol distilled unchanged at atmospheric pressure, while that from acetobutanol lost water with formation of an olefin alcohol which they were unable to purify. Letellier heated 2-dimethyl-3-ethyl-1, unable to purify. Letellier heated 2-dimethyl-3-ethyl-1, 3-pentanediol with 20% sulfuric acid and obtained the 2-dimethyl-3-ethyl-Δ*-1-pentenol (b.p., 86° (21 mm)).

Attempts to prepare glycols by the interaction of alkyl

iodides, magnesium, halohydrins and aldehydes (or ketones). were unsuccessful. The reactions sought were the following.

$$RI + Mg \longrightarrow RMgI$$

RMgI+Mg+ClCH2CH2OH ->

C1MgCH,CH,OMgI

R2CO+ClMgCH2CH2OMgI-

R₂C(OMgC1)CH₂CH₂OMgI-R.C(OH)CH2CH.OH

Grignard succeeded in preparing phenylethyl alcohol by the action of phenyl magnesium bromide upon ethylene

The behavior of halohydrin esters with aldehydes or ketones, in presence of magnesium, was investigated, and it was learned that a reaction occurs, just as it does when the halogen is in the hydrocarbon radical instead of in the ester group 31, 32. It was generally brought to a standstill, however, by the formation of an adhering insoluble sticky coating of condensation product which collected on the surface of the metal and prevented further action. The method is available therefore only in those cases where the condensation product is soluble in ether. This proved to be the situation when mesityl oxide and \gamma-bromopropyl acetate interacted in presence of magnesium, and 4, 6-dimethyl-3, 5-heptadiene-1ol was obtained in 60% yield, as a pale yellowish oil of powerful odor recalling that of the oil of red cedar (Juniperus virginiana L.) wood.

On account of the difficulty of freeing the final product completely from traces of initial aldehyde or ketone, and the strong odors of these latter, the method is of limited application and not to be recommended except in such special cases as the one just cited.

Grignard reactions were attempted also with halohydrin ethers. The unsymmetrical methoxymethyl ethers of the halohydrins are themselves too unstable to be suitable for such experiments; but Tschitschibabin and Jelgasin38 have shown that methylene ethers are generally indifferent to Grignard reagents, and it seemed likely therefore that the symmetrical methylene ethers of the halohydrins would form stable magnesium compounds. The symmetrical methylene ether of trimethylene iodohydrin was used in our experiments, but the results were unsatisfactory, since at low temperature no reaction was apparent and at higher temp-

eratures decomposition set in.

Reychler 34, Sommelet 35, Hamonet 34, and others have shown that halohydrin ethers, such as the monohalogen ethers, combine readily with magnesium to Grignard reagents which bine reach with aldehydes or ketones yielding glycol ethers and, by distilling such mono ethers with anhydrous formic or oxalic acid, Sommelet obtained the higher aldehydes. Dionneau condensed the magnesium compound of 1, 3-dibromopropane with monochloro methyl ether and secured the dimethyl ether of 1, 7-heptanediol in 47% yield; while Gauthier ** used the same chloroether with BrMgC:CMgBr and obtained a dialkyl ether of the acetylene glycol.

Dialkyl ethers of glycols have been prepared also by the direct action of metals upon the halohydrin ethers", At ordinary temperature, ethylene bromide and magnesium give ethylene and magnesium bromide⁴. Similarly,

trimethylene bromide and magnesium give cyclopropane and magnesium bromide⁴² as the chief products of the reaction. Ahrens and Stapler⁴³ discovered that when the reaction

[&]quot;Glaisen, Ber., 25, 1768 (1892)

Bouveault, Bull. Soc. Chim. [3], 27, 1044 (1902)

Ruhemann and Tyler, J. Chem. Soc., 69, 530 (1896)

Weltner, Ber., 17, 67 (1884)

Weltner, Ber., 21, 3756 (1890)

Ruhemann and Hemmy, J. Chem. Soc., 71, 330 (1897)

Ruhemann and Hemmy, J. Chem. Soc., 71, 330 (1897)

Fichter and Gully, Ber., 30, 2047 (1897)

Kohler, Am. Chem. J., 22, 79 (1899)

Stribla and Schroeder, Z. physik. Chem., 51, 2 (1905)

Sommelet, Ann. chim. phys. [8], 9, 531 (1906)

^{***} Grignard, Ann. chim. phys. [8], 10. 26 (1907)

*** Roettinger and Wenzel, Monatsh., 34, 1867 (1913)

*** Tingle and Gorsline, Am. Chem. J., 37, 493 (1907)

*** Tschitschiabin and Jelgasin, Ber., 47, 1843 (1914)

** Reychler, Bull. soc. chim. [4], 1, 198 (1907)

** Sommelet, Bull. soc. chim. [4], 1, 198 (1907)

** Hamonet, Bull. soc. chim. [4], 1, 35, 1905); [4], 3, 256 (1908)

*** Dionneau, Bull. soc. chim. [4], 7, 327 (1910)

*** Gauthier, Ann. chim. phys. [8], 16, 336 (1909)

*** Noyes, Am. Chem. J., 19, 769 (1897)

*** Hamonet, Bull. soc. chim. [3], 33, 515, 535, (1905)

*** Hamonet, Bull. soc. chim. [3], 33, 515, 535 (1905)

*** Hamonet, Bull. soc. chim. [3], 31, 515, 535 (1905)

*** Hamonet, Bull. soc. chim. [3], 31, 515, 535 (1905)

*** Ahrens and Crignard, Compt. rend., 132, 836 (1901)

*** Bodroux, Compt. rend., 136, 1139 (1903)

*** Ahrens and Stapler, Ber., 38, 1296, 3259 (1905)

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between ethylene bromide and magnesium was conducted at 0° and benzaldehyde was added, a grayish precipitate separated whose percentage composition corresponded with the formula C₆H₅CH(OMgBr)CH₂CH₂Br(C₂H₅)₂O. When this was hydrolyzed, the principal products were benzaldehyde and ethylene. Bischoff4 investigated this reaction in the presence of ketones and esters, and found that it was greatly retarded when either benzene, phenetole, ethyl acetate or benzil was added, and was completely inhibited by the presence of ethyl oxalate, malonate or succinate, acetophenone, acetone or benzophenone. Zelinsky and Gutt⁴⁵, however, succeeded in getting a 25% yield of glutaric acid by the action of carbon dioxide upon the product obtained by boiling under a reflux condenser an ether solution of trimethylene bromide with magnesium, although most of the dihalide formed the compound BrMg(CH₂)₆MgBr.

According to Gauthier⁵⁸, tetramethylene bromide (1, 4dibromobutane) reacts with magnesium to give a mixture of products which when treated with carbon dioxide yield adipic and sebacic acids. Von Braun and Sobecki⁴⁶, by a similar treatment of the reaction product with carbon dioxide, obtained a mixture of substances from which they isolated cyclopentanone, sebacic acid and impure dodecame-thylene dicarboxylic acid HOOC(CH₂)₁₂COOH. Kohler⁴⁷ found that olefin ketones reacted abnormally with

Grignard reagents at ordinary temperature, but Kyriakides* showed that below 0° the reactions followed the normal

Upon studying the action of ethylene and trimethylene bromides with magnesium, we found that they reacted normally at low temperatures, and 4, 7-decanediol was thus prepared from the former, magnesium and n-butyraldehyde

Experimental

The Interaction of Halohydrins, Alkyl Iiodides, Magnesium and Ketones.

One mole of ethyl iodide was added slowly to two atomic weights of magnesium filings in presence of anhydrous ether. Upon completion of the reaction, one mole of ethylene chlorohydrin was poured in. A pale grayish precipitate separated. One mole of acetophenone was added and the mixture boiled for 24 hours under a reflux condenser, but the magnesium compound appeared still intact. The ether was driven off and the residue heated on an oil-bath. Evolution of an unsaturated gas ensued, but the magnesium compound remained largely unaffected.

Similar results were obtained with ethylene iodohydrin, except that iodine tended to separate rather easily when the mixture was heated on the oil-bath.

The Interaction of Halohydrin Esters with Aldehydes or Ketones in Presence of Magnesium,

One atomic weight of magnesium filings was treated with a little iodine in presence of anhydrous ether and an equimolar mixture of γ -bromopropyl acetate and the ketone or aldehyde was added slowly at room temperature. The action upon the magnesium began within a short time thereafter, but was soon interrupted through the coating of the magnesium with a layer of viscous adherent addition

When y-chloropropyl acetate was substituted for the bromine compound, great difficulty was experienced in inducing any reaction at all. With γ -iodopropyl acetate, however, the reaction began promptly, although the product was generally as insoluble and viscous as in the case of the bromine compound.

The results with an activated zinc-copper couple were negative. Johnson using amalgamated zinc in the Reformatski reaction, encountered similar conditions and obtained vields of only about 2%.

4, 6-Dimethyl-3, 5-heptadion-1-ol, (CH3)2C:CHC(CH3): CHCH, CH, OH, -Mesityl oxide proved to be one of the few ketones which gave with γ-bromopropyl acetate and magnesium an addition product soluble in anhydrous ether. When this was hydrolyzed and the product distilled under reduced pressure, a 60% yield of the unsaturated alcohol was obtained, b.p. 78-80° (18 mm). It was a pale yellowish oil, with an intense cedar-like odor, insoluble in water, but dissolving in alcohol, ether or acetone, and decolorizing a solution of bromine in carbon tetrachlride.

Analyses. Calc. for C.H.O: C.77.1: H.11.3. Found: C,77.4; H,10.9.

With acetic anhydride, it formed an acetate of much the same type of odor as the alcohol itself.

Grignard Reaction at Higher Temperatures in Absence of Ether.-Spencer and Crewdson⁵¹ have shown that, even in the absence of ether, if the temperature be raised sufficiently, alkyl iodides will react with magnesium.

A mixture of two moles of y-iodopropyl acetate and one of methyl n-butyl ketone was added to one atomic weight of magnesium filings and the whole heated on an oil-bath in an atmosphere of dry hydrogen. At 130-135° vigorous reaction occurred with formation of a solid magnesium compound. This solid swelled greatly and the reaction came to a stop with about one-third of the original magnesium still unattacked. This may have been due in part to the absorption of excess iodopropyl acetate by the spongy magnesium compound, with consequent removal of but the use of double the amount of iodopropyl acetate did not appear to help much, nor could any high boiling diluent be found that did not interfere markedly with the initiation of the reaction.

Upon hydrolysis of the magnesium compound and distillation of the product under diminished pressure, a conthlation of the product finder diffinished pressure, a con-siderable amount of hydrocarbon was obtained boiling be-low 60° (20 mm), which immediately decolorized a carbon tetrachloride solution of bromine, in addition to about 30% of what appeared to be the desired alcohol contaminated by

some of the unchanged original ketone.

Methyl, amyl, methyl isoamyl and methyl hexyl ketone, were used with similar results. γ-Bromopropyl acetate reacted less readily than the corresponding iodine derivative.

se of Magnesium Amalgam in Grignard Reactions .-Although slightly mercurizing the surface of the magnesium, as recommended by Sommelet had little apparent effect, it was decided to try magnesium amalgam in these attempted condensations, since such amalgams usually are not wetted by viscous oils or ether solutions, and the blocking of the reaction through the formation of an adhesive insoluble coating on the magnesium might be thus avoided.

coating on the magnesium might be thus avoided. Solid magnesium amalgam, prepared as described by Evans and Fetsch⁵⁰ was dropped quickly into anhydrous ether, to protect it from the moisture of the air. The action of this amalgam upon an equimolar mixture of γ-bromopropyl acetate and n-heptyl aldehyde was very violent, the main product being a viscous resin. Some reduction also took place, because the distillable portion (b.p., 70-82° (25 mm)), amounting to about 5% of the total, proved to be n-heptyl alcohol. Reductions of this kind have been observed frequently stages in carrying out the Grignard reaction. Operating at lower temperature, or in presence of inert diluents. quently ", ", " in carrying out the Griginard reaction. Op-erating at lower temperature, or in presence of inert diluents, or using an amalgam of lower magnesium content, did not reduce appreciably the amount of resin formed. n-Buty-raldehyde, benzaldehyde, and methyl n-butyl ketone all gave

^{**} Bischoff, Ber., 38, 2078 (1905)

** Zelinsky and Gutt, Ber., 40, 3049 (1907)

** Voa Braun and Sobecki, Ber., 44, 1621 (1911)

** Kohler, Am. Chem. J., 38, 511 (1907)

** Kyriakides, J. Am. Chem. Soc., 36, 662 (1914)

<sup>Renshaw and Greenlaw, J. Am. Chem. Soc., 42, 1472 (1920)
Johnson, J. Am. Chem. Soc., 35, 582 (1913)
Spencer and Crewdson, J. Chem. Soc., 93, 1824 (1908)
Sommelet, Ann. chim. phys. [81, 9, 531 (1906)
Evans and Fetsch, J. Am. Chem. Soc., 26, 1158 (1904)
Jocitsch, J. Russ. Phys.-Chem. Soc., 36, 443 (1904)
Gattermann and Maffezzoli, Ber., 36, 4152 (1903)
Sabatier and Mailhe, Compt. rend., 141, 298 (1905)</sup>

similar results. This coincides with the experience of Kling and Roy⁵⁷, who found that aldehydes were violently atacked in dry ether solution by magnesium amalgam with formation of 90% of non-distillable resin and 10% of a glycol. In our experiments, no glycol was encountered. Polymerization and condensation of the aldehyde would account for the resin, the water separated in such condensation then attacking the magnesium amalgam, thus liberating hydrogen which reduced some of the initial aldehyde to alcohol.

The Behavior of Methylene Ethers of Halohydrins with Aldehydes (or Ketones) and Magnesium.

The symmetrical methylene ether of trimethylene iodohydrin, CH2(OCH2CH2CH2I)2, was employed in a Grignard reaction with methyl isoamyl ketone in dry ether solution. Even after 2 days' standing, but little action was apparent, so the ether was distilled and the residue heated on an oilbath. A vigorous reaction soon began with formation of a tough viscous magnesium compound, insoluble in ether and decomposed but slowly by water or alcohol. On distillation of the crude product, the main fraction was found to boil at 145-155°. This fraction possessed an odor recalling that of secondary octyl alcohol, and may have been crude 5-methyl-2-hexanol (b.p. 148-150°) resulting from reduction of the methyl isoamyl ketone.

The Interaction of Polymethylene Dihalides, Magnesium and Aldehydes (or Ketones) at Low Temperatures.

7-Decanedial, CH3(CH2)2CH(OH) (CH2)2CH(OH) (CH2)2CH3.-An equimolar mixture of n-butyraldehyde and ethylene bromide was added slowly to anhydrous ether at containing the requisite amount of magnesium filings. An energetic reaction ensued, accompanied by the evolution of a gas which instantly decolorized a carbon tetra-chloride solution of bromine. By keeping the mixture well chloride solution of bromine. By keeping the mixture well cooled by an ice-salt pack this gas formation was held in check. A bulky gray precipitate separated. The next morning this magma was poured upon cracked ice and the ether solution worked up in the usual manner. On distillation of the crude product under diminished pressure, some unchanged butyraldehyde and ethylene bromide came over first, followed by a fraction (b.p., 100-125° (15 mm)) believed to contain the butyraldol and its dehydration product, heved to contain the butyraldol and its dehydration product, or possibly a cyclic oxide. The major fraction boiled at 125-155° (15 mm) and upon rectification gave a 40% yield of a rather viscous yellowish oil, b.p., 143-147° (15 mm), with an agreeable fruity odor. It was lighter than water, contained no bromine, did not decolorize a carbon tetra-chloride solution of bromine, and reacted vigorously with acetic anhydride giving a product of somewhat similar odor. Analyses. Calc. for C₁₀H₂₂O₂: C, 68.9; H, 12.6 Found: C, 68.4: H, 12.28. C. 68.4; H. 12.28.

Both n-heptyl aldehyde and methyl isoamyl ketone reacted energetically with trimethylene bromide and magnesium. the case of the heptyl aldehyde there was obtained, in addition to what was believed to be the heptadecane glycol (b.p., above 200° (12 mm)), a fraction boiling in the neighborhood of 125° (12 mm), the nature of which has not yet

been determined.

Acetoacetic Ester and Chlorohydrins.

Equimolar amounts of sodio acetoacetic ester and ethylene chlorohydrin were condensed in absolute alcohol solution. The condensation was complete after 8 to 10 hours' boiling. The alcohol was then distilled, the residue extracted with ether, and the ether extracts distilled, first at ordinary pressure and finally at a pressure of 15 mm, to remove unchanged initial materials and traces of solvents.

Fittig and Chanlaroff³⁸ hydrolyzed this product with barium

hydroxide solution and, as already noted in the introductory portion of this paper, obtained y-hydroxybutyric acid and They attempted hydrolysis also with hydrochloric acid, but reported it as unsatisfactory. Since our interest lay in the production of the ketol, we decided nevertheless to try the acid hydrolysis. The residual condensa-tion product, therefore, was hydrolyzed with 5% hydro-chloric acid, the solution saturated with potassium carbonate

and extracted repeatedly with ether, and the ether extracts carefully fractionated. After removal of the ether, a main fraction was obtained boiling at 55-60°, and all but about 20% came over below 100°. The fraction b.p. 55-60° was proven to be acetone by the m.p. (110°) of its dibenzal derivative. It seems likely, therefore, that the sodio acetoacetic ester condensed in its enolic form, for hydrolysis of such a condensation product should give acetone, alcohol and ethylene glycol. Hydrolysis with barium hydroxide solution, in place of hydrochloric acid, gave a yield of about 3% of butyrolactone.

Similar results were noted when β -chlorethyl acetate and y-chloropropyl acetate were substituted for ethylene chlorohydrin in the reaction above, the main product on hydrol-

ysis being acetone in every case.

Acetoacetic Ester and y-Bromopropyl Acetate.- A solution of equimolar quantities of sodio acetoacetic ester and γ-bromopropyl acetate in absolute alcohol was boiled gently until a test portion added to phenolphthalein showed a neutral reaction. The alcohol was then distilled, the residual ester dissolved in ether, the solvent removed and the remaining liquid distilled at 15 mm pressure until the thermometer immersed in the vapor rose above 100°. This eliminated unchanged initial materials and any solvent still present. The distillation was interrupted at this point, since Perkin[®] has shown how easily compounds of this type condense to dihydropyrane derivatives. The residue was boiled 8 hours with excess of 5% hydrochloric acid. The evolution of carbon dioxide was rapid at first but gradually subsided carbon dioxide was rapid at first, but gradually subsided and for the last 3 hours none was apparent. The aqueous solution was saturated with dry potassium carbonate, exsolution was saturated with the ther removed by careful distillation with a 10-bulb fractionating column. Of the remaining liquid, only about 20% boiled above 100°, the greater portion being acetone.

Acetoacetic Ester and γ-lodopropyl Acetate. Synthesis δ-Acetobutanol.—When γ-iodopropyl acetate was substituted for the corresponding chlorine or bromine derivative in the experiments just described, the results were quite different, for hydrolysis of the condensation product with 5% hydrochloric acid gave a liquid 88% of which boiled 100° (25 mm). The purification of the ketol so

formed proved a troublesome task at first. Pure acetobutanol boils at 227°, but

but it possesses two very annoying characteristics—it forms quite stable hydrates of low b.p. (b.p., below 60° (20-25 mm)), and in drates of flow 5.p. (6.p., below 60° (20-25 min)), and in presence of small amounts of impurities also tends to break down at 154-155°, or even on distillation at 20-30 mm pressure, into methyl dihydropyrane (b.p., 109°) and water. Acetobutanol itself is practically odorless, whereas methyl

dihydropyrane has a camphoraceous aroma

Experience showed that the best method of purification was to allow the anhydride and water to distill over gether, guarding carefully against loss of either, and then to warm the turbid mixture on the water-bath for a few hours. The anhydride (methyl dihydropyrane) was thus nours. The amydride (methyl dihydropyrane) was thus rehydrated and the ketol regenerated, with simultaneous disappearance of the turbidity. This is in agreement with the experience of Freer and Perkin® with acetopropanol and of Colman and Perkin® with acetobutanol. After repeating this distillation and rehydration several times, an acetobutanol was secured in 62% yield which distilled undecomposed at 111-118° (approximately 15 mm). On account of frequent bumping of the solution and fluctuations count of frequent bumping of the solution and fluctuations of pressure, the b.p. range seems wider than was actually the case. Franke and Kohn¹¹ recorded the b.p. of the pure compound as 112° (15 mm). Presence of traces of moisture, or of other impurities, appears to catalyze the dehydration of the ketol very actively, and only a high grade acetobutanol can be distilled unchanged even at 15 mm pressure.

y-Acctopropanol, CH₂COCH₂CH₂CH₂OH,—An absolute alcohol mixture of equal moles of sodio acetoacetic ester and \$\beta\$-iodoethyl acetate was boiled gently until the reaction was neutral to phenolphthalein (26 hours).

⁵⁷ Kling and Roy, Compt. rend., 144, 1111 (1907)

⁵⁸ Perkin, J. Chem. Soc., 51, 704 (1887)

⁵⁹ Freer and Perkin, J. Chem. Soc., 51, 830 (1887)

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of absolute alcohol was distilled and the condensation product isolated as already described for acetobutanol. It was hydrolyzed by 8 hours' boiling with 5% hydrochloric acid. The solution was saturated with dry potassium car-bonate and extracted repeatedly with ether, the ketol being purification was rather more difficult than for the latter and the yield lower, amounting to about 50% of that calculated. The ketol boiled at 100-106° (15 mm). Freer and Perkin® gave its b.p. as 144-145° (100 mm), Franke and Kohn¹¹ as 100-124° (15-20 mm). separated and purified as in the case of acetobutanol. The

Synthesis of Higher Primary Olefin Alcohols from γ-Acetopropanol and from δ-Acetobutanol.

The Grignard reagents employed were ethyl magnesium bromide, n- and i-propyl magnesium iodides, n- and i-butyl magnesium iodides, and isoamyl magnesium iodide. For one mole of the ketol, 2.5 moles of ethyl magnesium bromide were used, for the others 3.5 moles.

From ethyl magnesium bromide, an 80% yield of the glycol was obtained; but with the higher alkyl iodides the yields were generally in the vicinity of 60%. As Gilman and Meyers²⁶ discovered that even in so simple a Grignard reagent as ethyl magnesium iodide only 88-90% was present as true alkyl magnesium halide, it is not unlikely that in the case of the higher alkyls the percentage of alkyl magnesium halide is still lower, and this may be one of the factors responsible for lower yields of glycols. for lower yields of glycols.

The reactions were carried out in the usual way. The ketol dissolved in 5 volumes of anhydrous ether was dropped slowly into the well-cooled (0°) Grignard reagent. Each drop caused the separation of a grayish clot of magnesium compound. When all the ketol had been added, the mixture was agitated thoroughly and left over night at laboratory temperature. The flask then appeared half full of a gray magma, with a clear supernatant ether layer likewise containing some of the magnesium compound. The entire flask taming some of the magnestant compound. The enter has contents was poured upon cracked ice and acetic acid added to acid reaction. The ether layer was separated and the aqueous solution extracted 3 times with ether. The ether layer and extracts were combined, neutralized with sodium carbonate, dried, the ether removed and the residual oil distilled under reduced pressure, keeping apart the first runnings (up to 100°). In the case of the four higher glycols, they partly broke down to olefin alcohols even upon distillation at 12 mm pressure, so no attempt was made to isolate and analyze them.

To complete the removal of water from the crude glycols, they were distilled repeatedly at 500 mm pressure. The water so split out could be seen distinctly going over with the oily olefin alcohol. It was not easy to eliminate this molecule of water completely without simultaneous forma-tion of some of the diolefin produced by separation of a second molecule of water, so that experience was necessary in deciding how often these distillations should be repeated.

The crude olefin alcohols were rectified at low pressure until fractions were obtained boiling generally within a 2° range. The yields of such fractions were 40-60%, calculated to the weight of crude glycol used, in addition to the amounts remaining in the higher and lower fractions.

5-Methyl-1, 5-heptanediol, CH₂CH₂C(CH₃) (OH)CH₂CH₂CH₂OH, from acetobutanol and ethyl magnesium bromide boiled without apparent decomposition at 140-150° (12 mm); yield, 80%. Heated with excess of acetic anhydride, it did not lose water, but formed a diacetate which distilled at a temperature only slightly below the b.p. (12 mm) of the glycol itself. When this diacetate was distilled at 500 mm pressure, it lost a molecule of acetic acid with formation of the acetate of methyl heptenol. On removing the free acetic acid from the distillate by washing with aqueous sodium car-bonate solution, and saponifying the ester with alcoholic potassium hydroxide solution, a product resulted identical with the methyl heptenol described below.

5-Methyl- Δ^4 or 1-heptenol, CH₂CH₂C(CH₂):CHCH₂CH, CH₂OH, was obtained by distilling the above glycol at 500 mm pressure, drying the distillate and fractionating under reduced pressure. A fraction was obtained in this way, b.p. 02.046 92-94° (15 mm); yield, 58%, calculated to the crude glycol.

This alcohol had a very agreeable odor, of rose geranium pe. It was practically insoluble in water, but dissolved in alcohol, ether or acetone. It decolorized immediately a car-bon tetrachloride solution of bromine, and formed an acetate of pleasing odor with acetic anhydride, but was resinified by coned sulfuric acid.

Analyses. Calc. for C₈H₁₀O: C, 75.0; H, 12.5. Found: C, 74.2; H, 12.44.
Considerable difficulty was encountered in analyzing several of these olein alcohols, because of the explosive violence with which their vapors burned. The best method was found to be the use of a short bent pyrex tube, sealed at one end, as a combustion boat, to leave a wide space between this boat and the cerium dioxide, to control the temperature very carefully, and to employ 2 soda-lime bottles to collect the

carbon dioxide. The Behavior of Acctobutanol with n- and i-Propyl Mag-nesium Iodides.—The reaction between acetobutanol and ipropyl magnesium iodide resulted in a high boiling product, which was assumed to be the expected glycol. On distilla-tion at 500 mm pressure, this crude product lost water, but the resulting mixture proved to be complex and difficult to separate. A fraction boiling at 106-108° (15 mm), of unpleasant odor, was isolated in 32% yield (calculated to the crude glycol), which gave the reactions of an unsaturated alcohol, but whose percentage composition did not agree with that of the expected nonenol.

Analyses. Calc. for C₉H₁₈O; C, 76.0; H, 12.67. Found: C, 72.1, 71.9, 70.9; H, 11.74, 11.90, 11.97, 12.05. (One of the carbon determinations was lost through an accident.)

These analytical figures correspond fairly well with the formula of a 'hexenol, C₈H₁₈O, which requires 72% C and 12% H; but it is difficult to explain the formation and character of this bexenol, if such it be, for reduction of the aceto-putturel should give a classed which is already become and butanol should give a glycol which is already known and which boils at 140-141° (17 mm), some 30° above that of the supposititious glycol recorded above. Further, dehydration of such a glycol should yield Δ^* -1-hexenol, which is not known, but which should have a b.p. in the vicinity of 140° (700 mm) 140° (760 mm).

A similar operation conducted with *n*-propyl magnesium iodide yielded an oil, b.p. 105-112° (15 mm), of unpleasant weedy odor, which was not investigated further. 5-Methyl-1, 5-n on a n e d i o l, CH₂(CH₂)₃C(CH₃)(OH) (CH₂)₄OH, from acetobutanol and *n*-butyl magnesium iodide, boils at 145-155° (14 mm), with loss of water and formation of formation of

formation of 5-Methyl-\$\Delta^{\text{A or5}}\$-1-nonenol, \$CH_3(CH_2)_3C(CH_3)\$:CH(C-H_2)_3 OH. This was a colorless oil of sweet aromatic ordor, b.p. 109-111° (11 mm), soluble in alcohol, ether or acetone, but practically insoluble in water. It decolorized instantly a carbon tetrachloride solution of bromine, and with acetic anhydride formed an acetate of sweet floral door.

Analyses. Calc. for C₁₀H₂₀O: C, 76.9; H, 12.70. Found: C, 76.5; H, 12.62.
5, 7-Dimethyl-1, 5-octanediol, from acetobutanol and ibutyl magnesium iodide, boiled in the vicinity of 150° (12 mm) with concurrent loss of water and production of

5,7-Dimethyl-Δ⁴ ar5 1-octenol. This was a colorless oil of heavy sweet aromatic odor, b.p. 103-108° (12 mm). On account of accidental loss of material, this could not be fractionated closely. Its solubilities resembled those given for the preceding alcohol, as did also its behavior with acetic anhydride and with a carbon tetrachloride solution of bromine. The acetate had a pleasant floral odor.

Analyses. Calc. for C₁₀H₂₀O: C, 76.9; H, 12.79. Found:

C, 75.9; H, 12.57.

4, 7-Dimethyl-1, 4-octanediol. Acetopropanol and isoamyl magnesium iodide reacted in absolute ether solution with production of diisoamyl and dimethyl octanediol. The glycol fraction amounted to about 50% of that calculated from the acetopropanol, and boiled at approximately 150° (15mm), with loss of water.

with loss of water. 4.7-Dimethyl- Δ^8 or 4.7-Dimethyl-Dim

⁶ Gilman and Meyers, J. Am. Chem. Soc., 45, 159 (1923)

⁶¹ Froebe and Hochstetter, Monatsh., 23, 1090 (1902)

ities and action with acetic anhydride or with a carbon tetrachloride solution of bromine, it did not differ noticeably from the other unsaturated alcohols already described.

Analyses. Calc. for C₁₀H₂₀O: C, 76.9; H, 12.79. Found: C, 76.1; H, 12.44.

a-Isoamyl-β(β'-acetoxyethyl) Acetoacetic Ethyl Ester, CH-C(CH₃)CH₂CH₂C(COOR) (COCH₃)CH₂CH₂OCOCH₄.

—Equimolar amounts of sodio isoamyl acetoacetic ethyl ester (b.p. 112-115° (12 mm))⁶² and iodoethyl acetate, in absolute alcohol solution, were boiled until the solution was neutral to phenolphthalein (20 hours.) The condensation product was isolated and purified as described under aceto-butanol. The compound obtained was still somewhat impure, and appeared as a reddish oil of sweet odor. Yield, 74%. It was not rectified because of its high b.p. and the likelihood of rearrangement.

a-Isoamyl-γ-hydroxybutric Acid, (CH₃)₂CH(CH₂)₂CH (CH₂CH₂OH)COOH.—The disubstituted acetoacetic ester just described was hydrolyzed by heating it with coned hy-drochloric acid for 2 hours at 100°. The oily layer was washed with water until free from chlorine ion and dried for 10 days over concd sulfuric acid in a dessicator. It was insoluble in water, but dissolved in cold dilute sodium hydroxide solution. Acidification of the latter solution with hydrochloric acid, reprecipitated the oil. Yield, approximately 60%.

Analyses. Calc. for C₂H₁₈O₃: C, 62.06; H, 10.35. Found: C, 61.95; H, 10.63.

Ethyl Ester.—This was prepared from the acid, alcohol and concd sulfuric acid. It was an oily liquid of fruity odor.

a-Isoamyl Butyrolactone, C₈H₁₁CHCH₂CH₂OCO.—The isoamyl hydroxybutyric acid was distilled under reduced It lost water immediately and on rectification boiled at 131-134° (12 mm). It was a colorless viscous oil, with a pleasant peach-like odor; insoluble in cold dil sodium hydroxide solution, but dissolving in the same when boiled therewith. It gave no reaction with acetic anhydride, and was resinified by coned sulfuric acid. Yield, about 50%, calculated to the iodoethyl acetate.

Analyses. Calc. for C₀H₁₀O₂: C, 69.27; H, 10.27. Found:

C, 68.38; H, 10.39 Hydrolysis of the Disubstituted Acetoacetic Ester with Weak Acid.-An attempt was made to prepare the ketol by boiling the disubstituted acetoacetic ester for 8 hours with dil (5%) hydrochloric acid. Carbon dioxide was evolved energetically at first. The crude product was separated in the usual way and distilled under a pressure of 12 mm. yield of distillate was less than 10% of the weight of the initial ester, the greater part of the crude product consisting of an undistillable resin. The distillate was somewhat soluble in water, and dissolved in sodium bisulfite solution. but no crystalline addition product could be isolated. Due to the small yield, further work in this direction was aban-doned. Possibly a different method of hydrolysis will produce less resin and more of the compound sought.

α-Isoamyl-β (γ-¹acetoxypropyl) Acetoacetic Ethyl Ester was prepared from γ -iodopropyl acetate and sodio isoamylacetoacetic ethyl ester by following the process already given For the preparation of the analogous acetoxyethyl derivative. Yield, 71%. It too was a reddish oil, of sweet characteristic

It was hydrolyzed by boiling it with excess of barium hydroxide solution, and the mixture was then acidified with hydrochloric acid. The oil so obtained was left standing for 6 weeks, because of the illness of the junior author. was then found to be insoluble in cold dil sodium hydroxide solution, but dissolved rapidly in the same when warmed with it. On distillation, it boiled above 180° (15 mm), and appeared to have undergone some deeper-seated change than mere lactone formation, since the analytical figures obtained failed to check with those calculated for the lactone.

The investigation is being continued.

Summary

Attempts to combine compounds of the type C1Mg CH_CH_OMgR with ketones proved unsuccessful.

Halohydrin esters were satisfactorily combined with aldehydes or ketones, in the presence of magnesium, only in

en Clarke, J. Am. Chem. Soc., 31, 110 (1909)

those cases where the magnesium compound was soluble in anhydrous ether.

3. Halohydrin esters, ketones and magnesium, interacted vigorously at 130-135°, but the reactions were complicated and the method unsatisfactory for the preparation of unsaturated alcohols.

4. Magnesium amalgam reacted very energetically with mixtures of aldehydes (or ketones) and halohydrin esters in dry ether solution, but the principal products were resins.

5. The symmetrical methylene ether of trimethylene

iodohydrin failed to combine with ketones at ordinary temperature in the presence of magnesium. At higher temperatures, an abormal reaction occurred.
6. Polymethylene dihalides, magnesium, and aldehydes (or

ketones), interacted normally at low temperature, and glycols were obtained in this way.

Acetoacetic ester was condensed with iodohydrin esters. and from these condensation products ketols were obtained in good yields.

By the application of the Grignard reaction to these

ketols, glycols were prepared.

9. Olefin primary alcohols resulted when these glycols were distilled at reduced pressure.

10. From iosamyl acetoacetic ethyl ester and iodoethyl acetate, α-isoamyl-γ-hydroxybutyric acid, its ethyl ester and

lactone, were obtained.

11. The following new compounds were isolated and analyzed in the course of the investigation:—4, 7-decandeiol; 5-methyl-Δ*or*-1-nonenol; 4, 7-dimethyl-Δ*or*-1-octenol; 5, 7-dimethyl-Δ*or*-1-octenol; 4, 6-dimethyl-3, 5-heptadien-1-ol; α-isoamyl-γ-hydroxybusics or a standard is bettere tyric acid and its lactone.

12. New compounds produced in the reactions, but not analyzed, were the following:—5-methyl-1, 5-heptanediol; 5-methyl-1, 5-octanediol; 5-methyl-1, 5-nonanediol; 4, 7-dimethyl-1, 4-octanediol; α -isoamyl- γ -hydroxybutyric ethyl ester and α -isoamyl- $\beta(\gamma'$ -acetoxypropyl) acetoacetic ethyl

13. Many of the new products possess agreeable odors.

VANILLIN IN THE POTATO PLANT

It may be taken as a well-known fact that vanillin is widely spread in nature; it has been found of late even in arable soil. The potato is one of the plants in which it occurs, the layers next to the peel sometimes tasting distinctly of vanillin; but also the flowers of the potato plant, although they generally do not smell at all of vanillin and only occasionally quite faintly, may contain quite appreciable quantities of this body, according to E. O. v. Lipmann. He noticed for instance that the beautifully blue flowers (but not the white ones) of potato plants grown near Kissingen exhaled a surprisingly strong vanilla perfume, which was purest and strongest in the early morning, but disappeared completely after insolation for some time. The picked flowers likewise lost their smell very soon. It was possible to prepare, with the aid of ether, an extract smelling of of vanilla, from which vanillin was isolated by means of its bisulphite compound.—Semi-Annual Report of Schimmel &

A New Machine for Lemon Oil Extraction

A description is given by G. Ajon, in Riv. Ital. Ess. e Profumi of a machine "sfumatrice," designed to imitate mechanically the sponge method of extracting lemon oil without the many disadvantages of hand-pressing. The rinds, deprived of pulp, are forced by a wheel between two large-meshed metal nets, which are wide apart at the front and closer together at the back. The squeezed rinds are expelled at the back and the oil is run off at the bottom of the machine. Excellent yields are said to be obtained and each machine can treat 2,000 lemons per hour. No details of the quality of oil are given. The term "sfumatrice" is derived from a colloquial expression connoting the condensation of the "fume" of liquid particles forced out from the rinds by squeezing.

SANDALWOOD OIL INDUSTRY MAKES BIG STRIDES*

Scientist Tells How the Mysore Government Has Improved Methods; Difference Between the Real Product and Substitutes Fully Described

By BACHALLI SITARAMACHAR, of Mysore, India

heart-wood and roots of Santalum Album of the family Santalacea; it is known in commerce as the East Indian Sandalwood Oil. The tree Santalum Album is a native of the Province of Mysore and the surrounding British Indian districts of Malabar, Coimbotore and Coorg. It is an evergreen tree, which grows wild, attaining a height of from 30 to 40 feet, but rarely more. The habitat of this tree is parasitic, i.e., the roots of the tree attach themselves to those of the surrounding plants and shrubs and through them it draws the nourishment necessary for its growth, eventually killing the very trees which gave it its sustenance. We thus see the Sandalwood tree growing wild in abundance in shrub jungles and forests where the undergrowth is thick. It is perhaps due to the parasitic habitat of this tree that the attemps of the Forest Department of the Mysore Government to grow these commercially valuable trees in plantations, met with but little success.

Experts Seeking Remedy for Contagion

Of late years, a form of blight known as "spike" is doing great havoc among the Sandalwood groves in both Mysore and the surrounding districts. Young plants are very prone to the "spike" contagion and I have seen in the Hunsur area hundreds of Sandalwood trees dying away from an attack of spike. The nature of this disease, its causes and prevention, is being studied by experts but so far no workable antidote has been found. While on this subject of the spike disease, I wish to refer to the work done by Mr. K. G. Menon, Conservator of Forests in Trichur (M. P.). He had under observation a number of the isolated Sandalwood plants showing no signs of Spike, and opines that though the roots of the tree show haustorial attachments with the roots of other plants that happen to be nearby, the parasitic habitat is not obligatory. He seems to think it more a luxury. Whatever that be, it is however a recognized fact that the Santalum Album grows wild in nature as a parasite and that all attempts to grow the tree in plantations have met with little or no success. We must therefore depend for our supplies on the inscrutible workings of nature and I am glad to state that Dame Nature is quite bountiful to us in

Mysore, in spite of the ravages of the spike in certain areas.

There is one other source of the supply of the wood Santalum Album and that is the Dutch Indies. It is found in Timor, Celebes and Sumba (Sandalwood Isle); Macassar is the commercial centre and hence the name Macassar wood.

Difficulties Met with by Distillers

Very often woods other than the real Santalum Album are mixed up in export lots with the result that it is very difficult to get the genuine oil from the distillation.

The only countries, then, that produce the genuine Santalum Album are the Province of Mysore, a few of the surrounding districts and Dutch Indies. Among these, Mysore stands pre-eminent both in regard to the quality and the quantity of wood produced, being nearly 75 per cent of the wood from all sources. There are however on the market

Sandalwood Oil, or, as it is known in the 26. S. Pharma- a number of so called "Sandalwood Oils" distilled from copoeia Oleum Santoli, is a volatile oil distilled from the the wood of trees which are botanically different from the Santalum Album. But to these I shall refer more fully later

> Preparation of the Woods—Oleum Santali is, as I said in the beginning of this lecture, a volatile oil distilled from the heart-wood and roots of the tree Santalum Album; everything depends therefore on the quality of the wood and the methods adopted in its preparation. In this respect, even before the Government of Mysore started distilling the oil in their own factories, they took the greatest possible care. Fully matured trees which showed signs of a natural death from old are are collected by the State Forest Department: from old age are collected by the State Forest Department; the bark and soft wood are then removed. Sandalwood so prepared is then sawed into billets, sorted again and stocked in the Depots of which there are many, classified under the following main heads:

(1) ROOTS—(2) BILLETS—(3) JAJPOKAL—(4) CHILTA— (5) SAW DUST.

There are a number of minor classifications in each of the above, but I do not think it serves any useful purpose to enumerate them here. The main object however in so classifying the wood was and has been to properly valuate the wood on its oil contents primarily and on its usefulness for other purposes such as carving panels, manufacture of ornamental boxes, etc.

Uses of the Wood are Many and Varied

Uses of the Wood are Many and Varied

On account of its fragrance and medicinial properties, Sandalwood has been held in high esteem from time immemorial, and I would even go so far as to say that it is considered a sacred wood. In most Hindu ceremonial functions, religious and social, Sandalwood is a necessary adjunct; in a powdered form it is used in the offering of incenses to the gods and in the form of a paste, obtained by wet grinding the wood on a circular slab of sandstone, it is offered as a perfume. In the cremation of the dead Sandalwood is mixed up with the fuel by such as can afford the expense. The Parsis, who, as you very well know, are fireworshippers, use the wood in large quantities in keeping their sacred fire lit eternally. Medicinally, also, the uses of Sandalwood are very varied and, without taking much of your time, I shall just mention a few. The paste, as obtained by grinding the wood, is applied to all forms of cutaneous diseases with marvelous efficacy. In parts of Idia where, in Summer, a temperature of 105 to 106° F. is Idia where, in Summer, a temperature of 105 to 106° F. is not uncommon, a milky solution of this same paste is smeared all over the body to allay the heat eruptions. From personal experience, I could vouch to the fact that it is in-

In this connection I am reminded of a story I recently heard in Mysore, indicating that even wild animals have an instinctive knowledge of the medicinal properties of this wood. Some of the forests in Mysore abound in elephants and it seems that, whenever these huge beasts are suffering from eruptions or ulcers caused by the forest heat, they tear open the heart wood of a mature Sandalwood tree with their tusks and rub the afflicted portions against it. I have never had the good luck to see a wild elephant doctoring itself in this manner, but, judging from the fact that the elephant is one of the most intelligent of animals, the story is not after all so very improbable. At any rate, it is not an impossible feat for the sort of wild elephants that I have seen in Mysore.

Distillation Taken Over by the Government

Up to the year 1916, the Government of Mysore was selling the entire output of Sandalwood produced in its forests by public auctions held in the several depots once every

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^{*}Lecture delivered before the College of Pharmacy of the City of New York, January 15, 1924, by Mr. Sitaramachar, managing director of the Essenflour Products, Ltd., of Mysore, and long in the Government service in India.

year. During the pre-war period most of the wood was bought by German distillers; consequently the auction sales during 1915-1916 brought very few bidders to the auctions held during that year. As this resulted in the reduction of the revenues to the State, the Government of His Highness thought it desirable to start a factory of its own to distill the oil and thus make this industry independent of Germany. In the month of May, 1916, the first distillation took place in the factory located in Bangalore.

Encouraged by the results obtained in this factory, a bigger one was built in the city of Mysore to cope with the increasing demands for the Government distilled oil. Nearly three-quarter million pounds of oil have since been produced in the two factories of value slightly in excess of a million pounds sterling. The world wide appreciation of the Mysore Government Sandalwood oil has been made possible by the methods adopted and equipment used in both the factories. The wood used for distillation is the heart wood selected from the mature trees, the equipment is most modern and efficient and the processes are under the care of fully qualified chemists.

of fully qualified chemists.

I have here a sample of the Mysore Government distilled oil; it is a thick, pale yellow oil, and has the true odor of the natural wood from which it is distilled. It satisfies the requirements of the U. S. Pharmacopoeia in all respects, analyzing as follows:

Sp. gr.—0.965 to 0.980 al—25°C Optical rotation—15 to—20° in a 100 mm. tube at 25° Refractive index: 1.5045—1.5095 Total Santalol $\frac{1}{C_{10}H_{10}O}$ $\frac{1}{2}$ 90% (91°/, to 94%)

Solubilitys It is soluble in 70 per cent alcohol, forming a solution which is slightly acid to litmus.

The chief constituent of Sandalwood Oil is the alcohol known as Santalol and this in turn seems to be a mixture of two isomoric alcohols known as \times -Santalol and β -Santalol. The characters of these isomers are not fully established and different workers give different characters to them. About ten other constituents have been isolated, all or most of which are not of commercial importance.

Adulterated Oils May Pass the U. S. P. Test

In so far as its use in Pharmacy is concerned, the oil is bought and used on the basis of U. S. P. requirements, which obviously are the standard of its purity. Unfortunately, the modern methods of adulteration have been so scientific-if I may use the word scientific in connection with such a malpractice-that the requirements of the U. S. Pharmacopoeia do not necessarily imply a pure oil. An oil may contain anywhere between 2 to 5 per cent Benzyl Alcohol and yet pass the tests of the U. S. P. Of late years the so called Sandalwood Oils such as West Australian and West Indian Oils are also used in adulterating the genuine oil, to an extent that the characteristics are not altered. Reputable houses overcome the difficulties, however, by analyzing the oils in their own laboratories whenever the by analyzing the old in the control was analyzing watch the distilling temperature. With pure purchases are made from questionable sources, and in so analyzing watch the distilling temperature. With pure Sandalwood Oil, nothing ought to pass over below 280°C at ordinary pressure. This criterion, in addition to the characteristics of the U. S. P., would in general, determine the absolute purity of the oil. If, for instance, an oil adulting the characteristics of the U. S. P., would be considered to the characteristics of the U. S. P., would be considered to the characteristics of the U. S. P., would be considered to the characteristics of the U. S. P., would be considered to the characteristics of the U. S. P., would be considered to the characteristics of the U. S. P., would be considered to the characteristics of the U. S. P., would be considered to the U. S. P., would terated with Benzyl Alcohol is subjected to distillation tests, a certain percentage would pass over considerably below 280°C thus indicating the pressence of a foreign low boiling oil. The British Pharmacopoeia does not refer to the distilling temperature, but there are other Pharmacopoeias, such as the Dutch, which stipulate that the boiling point be a fixed minimum. The introduction of this char-acter of Sandalwood Oil in the U. S. P. when the time for revision comes is, in my opinion, a step in the right direction.

Characteristics Liked by Perfumers

Sandalwood Oil being a heavy oil with a high boiling point, the period of distillation is necessarily long, and the physical characteristics do sometimes differ from those of the U. S. P. when attempts are made by prolonged distillation to get the very last traces of oil from the charge in the stills. Such an oil is very much appreciated by perfumers and soap manufacturers to whom the odor value is most

prominent. The analysis of such an oil would give results similar to the following:

Solubility in 70%—Alcohol at 20°, one in ten. The optical rotation is just below the lower limit of the U. S. P., while the solubility is not so perfect.

In regard to the other so called Sandalwood Oils, I wish to say a few words on two of them, namely the W. Australian and West Indian. The name "Sandalwood Oil" applied to these oils is a misnomer, primarily because the wood from which these oils are distilled is obtained from trees entirely different from the Santalum Album proper. The former, i. e., the W. Australian oil, is a product from the wood of "Furanus Spicatus," a species whose habitat is botanically different from the Santalum Album and has the following characteristics:

Sp. gravity, .0632—.9650 Op. rotation+5° to+8° Alcohol, 65 to 75%

While these are the properties of a natural distillate, an oil has been worked up, probably by fractionation, which has 90 to 91% alcohols and an optical rotation ranging from —6° to —10°. You will thus see that the properties of a normal distillate differ entirely from the U. S. P. Sandalwood Oil. The sp. gr. is low, the rotation is positive and the alcohol contents poor; even in the worked up oil it has not been possible for the producers to obtain a rotation better than —6° to —10°, while that of the Mysore oil is never lower than 15°. In regard to the alcohol itself, it is not established that it is identical with that occurring in the Mysore and East Indian oils; on the other hand, the latest information that I have since I left India is to the effect that research work done at the Indian Institute of Science, Bangalore, on behalf of the Mysore Government, goes to show that the two alcohols are altogether different from one another.

The West Indian oil is the product of a Venezuelan tree belonging to the N. O. Rutaceae; it belongs to the genus Amyris and has been identified as Amyris Balsmamifora. The oil has an odor slightly recalling that of Sandalwood and has the following characters:

Sp. gr., .953 to .963 Op. Rotation+80 to+30° Alcohol, 30 to 50%

You will thus see that the characters of this oil too are entirely different from Oleum Santali; in fact, the chief constituent, alcohol, has been isolated by H. von Soden and named by him as "Amyrol."

Manipulated Oils Sometimes Sold as Genuine

Gentlemen, I feel I owe you an explanation for describing these two oils at some length. It is this: I found during my travels, in parts of Europe at any rate, manipulated oils containing some one or other of the above sold as genuine Sandalwood oil. There is no justification for such practices and, whether the oil is used in pharmacy or perfumery, it behooves the purchaser to know what he is buying and to buy it from an unquestionable source. The Mysore Government is one such and a very big one too; its resources in the raw material, namely the Sandalwood, are big, big enough to meet the whole world's requirements in this oil. The technique of the whole world's requirements in this oil. production is most up-to-date and as such the Mysore oil is right; it is a standard product. No country has recognized this better than you, for the demand for our oil in this, your vast and wonderful country, is increasing year by year, since the Mysore Government started the distillation in its own factories. It may interest you to know that during the year 1922-1923 the U. S. A. easily stood first among the list of consumers, taking nearly 42 per cent of the whole output of the factories.

I wonder if it would be within my province to say a few (Continued on Next Page)

ESSENTIAL OILS IN THE MALAGA DISTRICT

By Julian F. Harrington, Vice Consul in Charge, Malaga, Spain.

Essential oils figure among the more important commodities produced and exported from the Malaga consular district. They are extracted from thyme, rosemary, lavender and various other wild aromatic plants which abound in the mountainous regions of the interior.

The poverty of many individuals living on land particularly adapted to the culture of these aromatic shrubs. has often forced them to plough up the ground for planting crops instead of gathering in the shrubs for extracting the oil. As a consequence, the supplies of prime materials have gradually been decreasing year by year. Nevertheless, the quantity still available is amply sufficient to supply the present requirements and the distillers have yet to experience a lack of raw materials.

These shrubs may be seen almost throughout the whole of Spain but as labor is cheaper in the south, the territory of Spain but as labor is cheaper in the south, the territory where distilling is carried on most extensively may be described as from the Portuguese frontier, on the west, right across the peninsula to the province of Valencia, on the east. Malaga, which is in the very center of this region, is the principal port of shipment of essential oils.

The oils are extracted by a simple water process, the stills holding between three and four hundred kilos of shrubs at

The principal markets to which Spanish essential oils are exported are the United States, France, England, Germany and Holland. The principal country competing with the Spanish product is France with its colonial possession of

Spanish essential oils have not heretofore obtained very Spanish essential one have not account and the high prices in the American market. At present, however, more care is being given towards a better selection of good oils. The quality of the various classes of essential oils is being still further improved by some distillers in Malaga with modern apparatus which procures a high grade product by the processes known in Malaga as "concentration" and "high refination."

The American market is considered a particularly good one by the Spanish shippers. The exports to the United States during the year 1922 and the first nine months of 1923, of the various kinds of essential oils, were as follows:

	1922	9 Mon	9 Months 1923		
Description Poun	ds Value	Pounds	Value		
Cade oil 11,2	92 \$2,652				
Geranium		81	\$1,200		
Juniper tar		11,925	2,223		
Lavender 99,1	71 75,965	36,693	22,402		
Marjoram		770	343		
Pennyroyal 2,7	3,306	1,850	2,085		
Rose water	38 64,713	59,813 6,325	19,723 593		
Rose water		769	304		
Sweet orange oil 3,4		2.601	3.965		
Thyme 91.8		49,825	57.390		
Other oils 1,9	17 1,718	808	441		

The essential oil trade, like most other industries selling their products in foreign markets, is very largely influenced by the prevailing rate of exchange. At the present moment, local exporters consider the dollar exchange favorable to trade with the United States.

YLANG-YLANG AND CANANGA OIL

The ylang-ylang and cananga oil are obtained from the Cananga odorata, but the blossoms of the Cananga latifolia are also used for distillation. These two oils are the most valuable perfumes of the tropics, but there is an essential difference between them and their quality varies according to the land of their origin, probably on account of the more

or less primitive distillation methods and the greater or smaller care observed in the collection of the blossoms.

On the island of Réunion a full grown cananga tree bears On the island of Retinion a full grown cananga tree nears 10 to 15 kilograms of blossoms, and in rare cases 40 to 50 kilograms. This means a blossom harvest of about 2,000 kilograms per hectare. The trees bloom in January and the best yield of oil is obtained in May and June, or later. Gathered just before the anthesis, the blossoms are subjected to distillation in as fresh a state as possible. The best ylang-ylang oil is furnished by the first fractions, while the rest of the distillate consists of cananga oil. In the Bantam districts of Java this inferior oil is obtained from the crushed blossoms which are distilled with water, but without sufficient cooling. The yield varies between 1.5 and 2.5 per cent, while the first fractions which represent a prime distillate, only amount to one per cent. The clear, amber colored ylang-ylang oil is very sensitive to the influence of light and oxygen and its composition is highly complicated. So far the presence of the following substances in the oil has been definitely established: Benzoic and acetic acid (the formic acid sometimes found seems to be an impurity), linolool, geraniol, paracresol, methyl ether, cadinene, a pinene, a phenol, safrol, isosafrol, nerol, farnesol, eugenol and isoeugenol, eugenic acid methyl ether, benzyl acetate and benzoate, anthranilic and salicylic acid methyl ester, and a sesquiterpene alcohol.

The canaga oil is richer in sesquiterpenes, but poorer in esters and the Javanese varieties contain nerol and larnesol.

About 2,000 kilograms of Manila-ylang were exported in 1920 from the Philippine Islands. The first ylang oil was distilled on the island of Luzon in the sixties of the last century.-Deutsche Parfumerie-Zeitung.

SANDALWOOD OIL INDUSTRY

(Continued from Preceding Page)

words on the question of prices; it seems to me to be the only logical conclusion to this lecture. For some of you who are commercially inclined would like to question me some-what as follows: "What about the prices of this oil which we, as pharmacists and chemists, use in alleviating the miseries of the suffering? If your prices are not right, it is up to us to find substitutes." This is a perfectly natural question to ask and I would answer by saying that the prices too are to ask and I would answer by saying that the prices too are right at our end. At the present time and for very nearly a year or more, the price of the Mysore Government product, and with it the price of other East Indian Sandalwood Oils, ias been 25 shillings in the London market. This figure compares favorably with the prices ruling for this oil during the two years preceding the war, when it fluctuated between 22 shillings and 23 shillings per pound. In view of the fact that the price of fuel and labor has enormously increased since then throughout the world and considering that the level of prices for commodities in general and the essential oils in particular is today about 50 per cent higher, I am sure you will concede that the price is quite fair.

Heavy Tariff Raises Prices Here

But so far as the U. S. A. is concerned, the heavy import duty which your Government has thought fit to levy on this oil raises the price to nearly 31 shillings per pound. At first it entered the States without any duty, and, the duty was only 20 per cent until Sept. 2, 1922, when it was increased to 25 per cent. This, in my opinion, only benefits a very small number of distillers at the expense of the consumers in general and at the same time is a premium on the inefficiency of the distillers themselves. So long as Sandalwood is not a natural product of this country, it is rather difficult to understand how this heavy duty can be construed to be in the interests of the country at large. I have just mentioned this fact so that in comparing pre-war prices with those ruling now for this oil, you will not forget to take into account the effect of the duty on this oil.

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FEBRUARY REPORT ON GRASSE FLORAL PRODUCTS

(FROM OUR OWN CORRESPONDENT)

Grasse, February 7.—Following is the report for February on floral products and essential oils:

Orange

The unceasing activity of the perfumery trade is a good sign, but it will certainly cause very considerable increases in prices for the next harvest, unless the value of the French franc improves between now and then.

At present we are passing through a period of very cold weather which may cause frosts before the end of March. So far no harm has been done, but we are still afraid of late frosts which are the most dangerous, because the vegetation begins to come out around February 15 and the new shoots which are very fragile may be entirely destroyed by severe frosts. In such a case the market prices will rise very high.

The orange blossom products of the last crop are now all sold. Neroli is not to be found, Oil of petitgrain is very scarce, especially as the export from Paraguay has been reduced to almost nothing.

We continue to say that every purchase made now of any product whatever of the orange blossom is a good and prudent speculation; and we are sure that the future will prove us right.

Rose

As in the case of the orange blossom products, the demand for rose products has been very active in the last few weeks on account of the large requirements of the consumers. The stock from last harvest, which was already very low, is now used up, so that an increase in price is to be expected next May. This increase may be less than that for orange blossom products, but it will certainly be higher than the most pessimistic forecasts.

We have received news from Bulgaria that all the old stock of otto of rose, even that of very poor quality, has found buyers at high prices. Therefore we can not look forward to a drop in the price of the oriental otto at the next harvest.

Jasmin

Such a demand as the recent one for jasmin products has not been seen for a long time. As jasmin perfume is one which can not easily be obtained from synthetic products, the consumption is far greater than the production. If this continues there will be a veritable avalanche of demands from all parts of the world. Some products, such as the pomade, the flower absolute from pomade and others, are entirely used up and can not be found at any price.

As in the case of the orange blossom products, we must expect the prices for the next crop to rise considerably. There is no more jasmin left at the factory, any more than there is with the consumers, who will find it difficult to obtain what they need for their compositions while waiting for the new supply to be prepared next summer.

There should be nothing left to sell on foreign markets, but if buyers should have the good luck to find some jasmin products for sale, we can not advise them too strongly to buy at once. They will not regret it some months from now.

Tuberose

The situation for tuberose products is a little less critical than that for jasmin products. Nevertheless the stock is not large and a drop in price is not to be foreseen. Like all floral products, those of the tuberose will follow the rising movement of the market more or less clearly according to the size of the demand; but in any case an increased price is to be expected.

Cassie

A poor harvest, but as the demand for cassie is not very active the old prices will not go up to any great extent. The exchange value alone will be able to affect the market prices.

Mimosa

The crop is beginning. The prices are extremely high because florists pay them, and for the present the perfume industry can not meet the market prices of this flower. The Riviera is very popular this year, foreigners crowd the principal cities of the Côte d'Azur, and, as mimosa is at present one of the few winter flowers, its consumption for bouquets is enormous. The exportation of this flower is very great and, in spite of the large plantations that have been planted since the war, the demand is greater than the production.

Violet

The situation is the same as for mimosa. The sale of bouquets on the Mediterranean coast is enormous, so that the flowers are unobtainable by the trade. Violet products will be very expensive.

Geranium

African geranium oil is used up and the market price of the little which remains for sale has risen considerably. There will be no more oil before next May, therefore a still greater increase may be expected in a short time.

greater increase may be expected in a short time.

The distillation of Bourbon geranium has begun and the market price has dropped a good deal, but a demand may appear any day and the price rise again suddenly. The present price has already caused some requests, because the high limits for the later months of 1923 held off the consumers who preferred to wait for the new crop.

The Grasse geranium oil is rather scarce, the demand is normal, but the market price remains unchanged.

Mint

The Grasse mint oil is beginning to be used up. The scarcity of foreign mints, which are very expensive on account of the rate of exchange, has increased the demand for Grasse mint.

Lavender

The stock is entirely used up. During the last few weeks the market prices have risen considerably. Except for a few lots of lavender with a low ester content, no more is to be found at its place of origin, even by paying extremely high prices. Two weeks ago there was an increase of thirty francs per kilogram for all qualities.

Spike

On account of the scarcity of lavender oils, some trades are looking for spike oil; but this has become equally rare and can not be found at the distillers even at very high prices. Foreign spike oil is entirely lacking.

Sage

There is an active demand for this oil, but as the crop was below normal, the rise in price is very marked for the rare lots which are still on sale.

Rosemary

This is the only oil which is at present in little demand; but a large demand is expected from the soap-making industry, which will quickly liquidate the lots now on sale.

Thyme

Qualities rich in thymol are not to be found. The few remaining lots are of low thymol content and the demand is normal.

Summary

All the products are scarce at present. The value of foreign moneys gives foreign buyers the advantage and they have bought actively in the last few weeks. No floral products, or almost none, remain on the Grasse market.

Even if we have abundant crops this coming season, the prices will be very high, because there have been no new plantations on account of the scarcity and the expense of proposed labor in the country.

manual labor in the country.

Purchasers can cover their needs at present without fear.

They will not run any risk of future loss.

ACTIVITIES OF ASSOCIATIONS, COLLEGES AND CLUBS

A.M.T.A. Plans for 30th Meeting; New Entries for the March Perfumery Show: Ghemists to View War Plant; Organizations Busy in Many Ways

PLANS FOR A. M. T. A. ANNUAL MEETING

The Executive Board of the American Manufacturers of Toilet Articles, at a recent meeting, held at its headquarters at 305 Broadway, New York City, elected the following makers of collapsible tubes to associate membership in the association:

Wheeling Stamping Company, Wheeling, West Va.

The Executive Board also discussed plans for the thirtieth annual meeting of the association, which will be held at the Biltmore Hotel, New York City, April 22, 23 and 24. An interesting program will be offered later.

CHICAGO ALLIES STIR UP INTEREST

Harry G. Baldwin, president of the Chicago Perfumery, Soap and Extract Association, has prepared a list of meeting days for the entire year and given to each day the name of some member to enlist the interest of members by making each luncheon "somebody's day." The plan is expected to arouse the co-operative spirit. The first Wednesday in February was called R. H. Lingott's Day, the third Wednesday is A. Fortune's Day, and the first Wednesday in March is T. J. Hickey's Day.

Mr. Lingott gave up his day, however, to the Rhodia Chemical Co. and Dr. Eugene Friedman, whose talk on "Synthetics and Their Chemistry" was postponed from the

previous meeting.

The association's 1924 committees follow:

Executive Committee—Harry G. Baldwin, Jos. DeLorme, C. A. Seguin, W. L. Filmer, D. M. Clarke.

Membership Committee—F. Z. Woods, Chairman, A. J. Anderson, E. J. Voss, A. Fortune, Wm. H. Schutte, W. H. Muttera

Legislative Committee—Thos. J. Hickey, Chairman, H. Bartold, Frank W. Jones.
Publicity Committee—J. J. Powers, Chairman, A. Dedrick,

H. D. Crooks.

Bowling Committee—A. Fortune, Chairman, W. J. Mitchell, A. C. Drury.
Banquet Committee—Roy Downs, H. E. Lancaster, I. D.

Fadden, J. E. Wolfe. Entertainment Committee—Frank Z. Woods, R. H. Lingott, Geo. A. Briggs, M. Lemmermeyer, D. M. Clarke.

The announcement for the February 20 meeting promised a special entertainment of much interest for members, the feature being Eugene de Rubini, the scientist, who is credited with possession of the "sixth sense."

Walter L. Filmer, the indefatigable secretary of the association, has sent out a concise and pertinent bulletin on the recent essential oils freight rates hearing in Chicago and another bulletin regarding the attitude of the association against swindlers who are selling spurious perfumes, both of which subjects are covered on other pages. Secretary Fil-mer also has issued bulletins on proposed laws that are opposed to the interests of the industries.

Dinner for Dr. Arny, A. Ph. A. President

H. V. Arny, professor of chemistry in the College of Pharmacy of Columbia University, was the guest of honor at a dinner at the Hotel Pennsylvania, New York, January 14. The dinner was arranged by thirty friends to celebrate Dr. Arny's election to the presidency of the American Pharmaceutical Association. A gold watch and an engrossed book including the signatures of the participants were pre-

FOR THE N. W. D. A. GOLDEN JUBILEE

Harry J. Schnell has been elected chairman of the Committee on Arrangements and Entertainment for the Golden Jubilee Meeting of the National Wholesale Druggists' Association to be held in Atlantic City in late September or early October. Vice chairmen have been selected representing Philadelphia, Baltimore and Newark, as follows: Philadelphia, Walter V. Smith, Valentine H. Smith & Co.; Baltimore, H. H. Robinson, Henry B. Gilpin Co.; and Newark. W. O. Kuebler, Roeber & Kuebler Co. The selection of a hotel will be made by the chairman and vice chairmen together with C. H. Waterbury, secretary of the Association. The date of the meeting will also be set by the committee.

PLANS FOR PERFUME EXPOSITION

George Lueders & Company, Capes-Viscose Inc., Joseph H. Meyer Brothers, L. Givaudan & Company, Joubert Cie, Gotham Company, Scientific Specialties Company, Dainty Form Company, Jean Jordeau, Aluminum Goods Manufacturing Company, National Seal Company and Charles Atlas, Physical Culturist, are among the latest exhibitors who have taken space in the second annual Perfumery and Toilet Articles Exposition or Beauty Culture Show to be held March 3 to 8 at the 71st Regiment Armory, according to announcement from the executive offices of the National Exposition Company, in the Hotel McAlpin, New York.

The second annual show already conclusively demonstrates that it will be a very lusty two year old when its doors open on Monday, March 3, and, while decided improvement has been made in the trade features and the attracting of jobbers and buyers to the manufacturers who exhibit, a lengthy program of features and contests that will attract the general public and consumers is also being arranged.

Other exhibitors who have already taken space, the majority of them having been exhibitors in last year's show and repeating by reason of their satisfaction with the first exhibition include A. P. Babcock Company, E. W. Cassebeer Inc., Daggett & Ramsdell, Delicia Laboratories Inc., Flora-Inc., Daggett & Ramsdell, Delicia Laboratories Inc., Florasynth Laboratories Inc., Leigh Chemist Inc., Mulhens & Kropff, Minyunet Corporation, Ross Company, P. J. Schumacher Company Inc., Specialty Manufacturing Company, Trece Laboratories Inc., A. L. Van Ameringen, Kilroot Company, Van Dyk & Company, the Zeeta Company, Read Machinery Company, New York French Exports Inc., Scovill Manufacturing Company, White Metal Manufacturing Company, George W. Luft Company Inc., Blue Bird Inc., Armour pany, George W. Luft Company Inc., Blue Bird Inc., Armour & Company, Pasquier Company Inc., Peerless Tube Company, Amolin Company, George Schmitt & Co., Barbara Burke, Giviemme Company, Marie D Medicis Company, Keystone Chemical Company, Justus Brauer & Son, Inc., Beaute-Products Company, the Garwood Company, R. & F. Craven, Hazel Atlas Glass Company, Jay Ce'ess Parfum Laboratory Salikoff-Belle Hovey Laboratory, Rimini Chemical Company, Premier Appliance Company, Inc., the Virrozol Company, The American Perfumer, Toilet Requisites, Toilet Goods, Notion and Novelty Review, Beauty Journal and others. others.

A nation wide search is being made for the homely, or plain girls in a contest to offset the many beauty and bathing Venus contests that have been held. The winners of this contest are to be "made over" during the exposition to

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demonstrate conclusively what can be done and if the Plain Girl Contest winner possesses any talent an opportunity will await her on the stage and also in motion pictures. purpose of this contest is to show that these opportunities exist and can be grasped even by those who are not born beautiful.

The American Adonis, or handsomest man, is also a contest being conducted and to be decided at the Exposition. In this contest such leading artists and sculptors are judges as Neysa McMein, Sally Farnham, Bonnie McLeary, Nessa Cohen, Pauline Marguiles and Charles Atlas, who has won two National Perfect Man contests.

An international beauty contest in which the prettiest Italian-American, Spanish-American, German-American and other cosmopolitan types of beauty will compete against one another is an additional feature now being arranged.

A Lingerie Fashion Show and vocal and instrumental concerts will be among the stage events to be offered during the entire week.

Exposition Fund Aids Chemists' Library

The library of the Chemists' Club, New York, which is also the official library of the American Chemical Society, is to receive the accumulated scientific fund from the Ninth Chemical Exposition, according to a decision of the advisory committee of the Chemical Exposition. The plan of aiding the Chemists' Club library was decided upon after lengthy discussion of a number of methods of securing the greatest benefit for a large number of scientific persons.

An amount exceeding the fund which was derived from the proceeds of the 1923 Chemical Exposition was used in connection with a number of educational exhibits and displays within the exposition itself. Plans for the Tenth Exposition in 1925 already are in progress, with many firms taking space, according to Charles F. Roth, the co-manager.

New Branch of American Cosmeticians

Dr. Nellie B. Cooper, president of the American Cosmeticians Society, organized a southern division of the organization with a nucleus of about thirty members on February 4. The new division was formed at the Chamber of Commerce rooms, Baton Rouge, La.

Dr. Cooper announces that the Louisiana Board of Health has promised to sponsor a bill defining what cosmeticians may do and what they may be allowed to sell, placing them also under sanitary regulations. The bill is to be introduced in the legislature in May and the association hopes to see in the statutes a measure which will be comprehensive, fair and simple to follow.

Chemists to View Big Warfare Plant

As a part of the program of the Spring Meeting of the American Chemical Society to be held in Washington, D. C., the week of April 21, arrangements have been made to devote the final day. Saturday, April 26, to an inspection trip to Edgewood Arsenal, the \$35,000,000 plant of the Chemical Warfare Service.

National Paper Box Manufacturers' Association

H. O. Alderman, of the Alderman Fairchild Co., Rochester, N. Y., who is president of the National Paper Box Manufacturers' Association, extended New Year greetings to the membership in a personal letter. The annual meeting will be held in Swampscott, Mass., in May.

National Wholesale Grocers' Convention

M. L. Toulme, secretary of the National Wholesale Grocers' Association, announces that the 1924 convention will be held in the Congress Hotel, Chicago, May 27-30.

National Association of Retail Druggists

Washington, D. C., has been selected as the 1924 convention city of the National Association of Retail Druggists. The sessions will begin on September 22.

ASSOCIATIONS IN THE ALLIED INDUSTRIES

AMERICAN MANUFACTURERS OF TOILET ARTICLES.—President, Gilbert Colgate, New York; Secretary-Treasurer, C. M. Baker, 309 Broadway, New York.
FLAVORING EXTRACT MFRS, ASSN.—President, Gordon M. Day, Milwaukee, Wis.; Secretary, W. W. Laudenslager, 2228 North 10th street, Philadelphia, Pa.

NATIONAL PAPER BOX MANUFACTURERS' ASSOCIATION.— President, H. O. Alderman, Rochester, N. Y.; Secretary, Frank S. Records.

Frank S. Records.

Perfume Importers' Association.—President, B. E. Levy, 714 Fifth avenue, New York; Secretary, B. M. Douglas, Jr., 35 West 34th street, New York.

NATIONAL MANUFACTURERS OF SODA WATER FLAVORS.—President, W. S. Bickford, New Orleans; Secretary and Attorney, Thos. J. Hickey, 1238 First National Bank Building Chief.

ing, Chicago.

Barbers' Supply Dealers' Association.—President,
Emil Fretz, Dallas, Texas; Secretary, Joseph Byrne, 116 West 39th street, New York.

Perfumery, Soap and Extract Association of Chicago.

—President, H. G. Baldwin; Secretary, W. L. Filmer, Monsanto Chemical Works, Chicago.

santo Chemical Works, Chicago.

Perfumery, Soap and Allied Industries of New York.

—President, Frank J. M. Miles; Secretary, Karl Voss, 22

Eleventh St., Long Island City, N. Y.

DRAUCHEM CLUB.—President, Ralph C. Jennings; Secretary, Ira T. MacNair, 3 Park Place, New York.

SALESMEN'S ASSOCIATION OF AMERICAN CHEMICAL INDUSTRY.—President, Ralph E. Dorland; Secretary, A. J.

Binder, New York, New York Chapter: Chairman, John A. Chew; Secretary, David H. Killeffer, 19 East 24th street, New York New York.

Synthetic Organics Approve Mellon's Tax Plan

The Board of Governors of the Synthetic Organic Chemical Manufacturers Association of the United States, representing the manufacturers of dyestuffs, medicinals, aromatics, phenol resins, and related chemical products, has passed resolutions approving the plan of tax reduction suggested by Secretary of the Treasury Mellon.

Chemical Salesmen Hear About Salesmen

The monthly meeting and dinner of the Salesmen's Association of the American Chemical Industry on February 19, at the Builders' Club, 34 West 33d street, New York, had on the program a talk by a big chemical consumer on what he thinks about chemical salesmen.

New Quarters Likely for Druachems

New quarters for the Druachem Club of New York City, have as yet not been selected, although it appears as if the club will probably take over new quarters in 64 John street, May 1.

Specialty Men to Meet in Atlantic City

Atlantic City has been chosen as the location for the 1924 convention of the American Specialty Manufacturers' Association. At a meeting of the new board of directors, H. F. Thunhorst was reappointed national secretary and Charles W. Dunn general counsel.

Proprietary Association Moves to Washington

The officers of the Proprietary Association have been moved from Chicago to 423 Star Building, Washington, D. C., according to an announcement sent to the trade by E. F. Kemp, general representative.

Perfumed Cigarettes in Big Demand in London

"It is quite astonishing the amount of requests we get for perfumed cigarettes," the Pall Mall Gazette quotes the manager of a large London firm. "For instance, five years ago amber perfumed cigarettes were considered a luxury. and were only indulged in by those who could afford ex-pensive specialties. Nowadays it is almost commonplace."

TRADE MARK PROTECTION TO CORPORATE NAMES

Valuable Safeguard in the Patent Laws Which is Not Generally Known; Distinct Advantages Shown in Popularizing One Word Instead of Two

By HOWARD S. NEIMAN,

Patent and Trademark Editor of The American Perfumer & Essent'al Oil Review

The Patent Laws contain a most valuable means for the protection of trade-marks which has not been the subject of general adoption.

The advantages incident to a close relationship between the name of a corporation and the trade-mark, or tradename, of its products are becoming more appreciated.

The ease in remembering that a company markets its products under its corporate name as its trade-mark, and that an article having a trade-mark is manufactured by a corporation of the same name, is evident.

The fact that Columbia phonographs are made by the Columbia Phonograph Company has much greater commercial and advertising value than if those phonographs were made, for instance, by the National Company. Every mention of the name of the manufacturer is an added impression upon the mind of the purchasing public of the trademark of its products.

Had to Popularize Two Names

The Eastman Company is compelled to popularize two names, its corporate name and the word "Kodak," whereas, if the cameras were made by the Kodak Company their commercializing would be considerably simplified.

This unification of the more prominent part of an incorporate name with the trade-name of its products is receiving more general adoption and hence is applicable to new incorporations and new commercial products, but there are many corporations which have expended large amounts in popularizing their products, the trade-names of which bear no relation to the corporate names, and to these there can be granted no greater protection than registration of the used trade-marks.

There is a Patent Office practice, however, whereby a corporation may receive a wide protection for its corporate name as a trade-mark,

The Patent Laws do not allow of the registration of a corporate name as a trade-mark, but they do offer a means whereby the characteristic portion of a corporate name cannot be registered by one other than the corporation itself.

Broad Application Given to Rule

The filing of a certified copy of the articles of incorporation of an incorporated company in the Patent Office prevents another from registering the characteristic feature of that corporate name as a trade-mark for any commodity.

This rule applies to all cases except to those in which the applicant proves that he adopted the name in commerce before the incorporation of the objecting company.

Two features of this practice must be noted. First, that the applicant cannot register even for articles far removed from those of the filing corporation, and second, that it does not prevent the adoption and use of such words for products other than those of the filing incorporation but prevents registration only.

If, for instance, the Utopia Company was making and selling, and was the first to make and sell, a full line of

toilet preparations under the trade-mark "Utopia," its trademark rights would be limited to those particular commodities, and in the absence of the filing of its articles of incorporation another might register the name of "Utopia" for soaps, candies, medicines or automobiles. If, on the other hand, the company has filed its articles of incorporation, registration for the word "Utopia" would be refused for any and every product.

Under these conditions, a person adopting the word "Utopia" for any product, no matter how far removed from the products of the company, after the incorporation of that company would be denied the advantages and protection of the trade-mark laws and would be compelled to depend upon his common law rights.

Wide Trademark Protection of Value

Without entering into a discussion of the seemingly unfair results as a consequence of this practice, it is evident that this action in the Patent Office gives a corporation a wide trade-mark protection of the greatest value.

The greatest value to an existing corporation is to reorganize under a corporate name corresponding to that of its highly popularized product or to sell such products under a subsidiary corporation of like name, but as that frequently involves serious legal and commercial operations, it is highly advisable to file the name of the existing corporation, in order that it may not be registered by another.

As an instance of this protection, the Mansfield Tire & Rubber Co, was refused registration for the word "Ford" for rubber tires because of the filed articles of incorporation of the Ford Motor Co.

The value of this means of trade-mark protection should not be under-estimated and every corporation should take advantage of the rights afforded it under this trade-mark practice.

Plough Chemical Company v. Bullion

In the litigation between the Plough and Bullion companies it was shown that the two parties were selling the same products under somewhat similar, but not identical, labels; the labels of the former being black and white, while those of the latter were red and white. It was shown that the products were known commercially as "Black and White" and "Red and White," respectively, and the Plough Chemical Company contended that this resemblance was sufficient to cause confusion in the trade.

The Assistant Commissioner of Patents in holding that such confusion does not exist made comments which are worthy of note as they are widely applicable. He said:

"There is testimony indicating that at least one package of 'Red and White' was sold when 'Black and White' was asked for, but it does not appear that the consumer looked at the package when purchased or was deceived. It is admitted that when one thing is asked for, almost anything may be wrapped up and delivered, irrespective of the dress of the

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on we get es the years uxury, rd exace." goods or the trade-mark applied to them, but it is not such dishonest methods nor such careless purchasers that can be

protected against by distinguishing trade-marks

"It has been shown that with respect to at least some of the goods of the parties here much selective care is adopted to procure goods of the proper color. We may take judicial notice of the fact that women as a rule have color sense and readily distinguish colors. Red being one of the primary colors and being a color which is commonly used and commonly known to everyone, as is black, it seems clearly distinguishable from black. The combination 'Red and White' has as separate and distinct an entity from 'Black and White' as 'John Smith' has from 'William Smith.'

"In trade-marks as in matters of life generally it is easier to distinguish between two things which are familiar than between two things which are both strange and new. To a chemist 'sulphate' and 'sulphite' are readily distinguishable, but they are not to the man in the street, 'Red' and 'Black' are words with which we are familiar from infancy and their distinction is always apparent, even to the uneducated.

"Trade-mark matters are largely concerned with the ultimate consumer or the final purchaser. The goods here involved are carried by drug stores and department stores the sales of both parties have been extensive, but no single purchaser has been produced who has testified to confusion of marks; no single purchaser has been produced on whom the goods of one party have been palmed off as the goods of the other, except in a single instance at the pharmacy managed by Mr. Plough, the brother of the president and founder of the opposer company, who testifies that he would not attempt to palm off the goods of one manufacturer for those of another.

PATENT OFFICE CATCHING UP ON WORK

A report on the business of the Patent Office for the calendar year 1923 submitted by Secretary of the Interior Work to Congress shows that a gain at the rate of 1,000 cases per month is being made in acting upon applications for patents, designs and trade marks. It is believed that this gain will increase rather than decrease as new employees who have been added to the force gain experience. Even with the gain of 1,000 cases per month it will be five years before the technical work can be current with the present force of employees.

There are now on hand 67,000 patent cases, 9,000 design cases, and 2,100 trade-mark cases awaiting action. To get the work up to date within a reasonable time the force would have to be augmented by at least 100 more examiners. Applications have been received at the rate of 9,000 per month, or 216,170 cases during the first two years of the present administration, or an increase of fifty per cent in patent work and 100 per cent in trade-mark work, during which period there was an increase of only seven per cent

in personnel.

Brazil's New Patent and Trade-Mark Law

A new patent and trade-mark law passed in Brazil, will

probably become effective on March 1, 1924.

A new requirement is to the effect that an abridgement of the patent specifications must be published for 60 days before the patent is issued, for the purpose of opposition. Under the new practice, American inventors and manufacturers will have an opportunity to oppose the grant of Brazilian patents of invention upon good and sufficient grounds.

With reference to trade-marks, the outstanding provision of the new law is the requirement that trade-marks be registered according to classes, the official schedule of goods being divided into 50 classes. It will be necessary to publish the trade-mark for 60 days for the purpose of opposition,

before registration is allowed.

"Refilling Case" Before Highest Court

The case of Coty vs. Prestonettes was scheduled to be argued before the United States Supreme Court at Washington, February 18. The issues in the case were fully set forth on page 514 of

our December number.

PHILIPPE WINS LEMON CREAM CASE

The litigation between Alfred J. Krank, of St. Paul, Minnesota, and Louis Philippe, of Louis Philippe, Inc., of New York City, involving the "Lemon Cleansing Cream" trade-mark has finally been decided by the Court of Appeals of the District of Columbia, in favor of Louis Philippe.

This litigation for the cancellation of the Krank Lemon Cleansing Cream trade-mark which was registered by Alfred J. Krank in the United States Patent Office on November 9, 1920, was instituted by Louis Philippe on November 19, 1920, in the form of an action to cancel Krank's registration, and

has been contested, step by step, ever since.

After the taking of voluminous evidence by Louis Philippe New York, Chicago, St. Paul, Minneapolis, Cleveland, in New York, Chicago, St. Paul, Minneapolis, Cleveland, Detroit, and Philadelphia, to establish the fact that the public recognized Louis Philippe's cream as a Lemon Cleansing Cream and called for it as a Lemon Cream or Lemon Cleansing Cream before Krank applied for the registration of his mark in 1918, and the taking of a large mass of testimony by Krank in an attempt to prove by him that Philippe had been indulging in unfair advertising, the Court which heard the case in the first instance decided that Philippe showed no legal damage through Krank's registration of the words "Lemon Cleansing Cream."

An appeal was then taken by Louis Philippe and this decision was reversed by the Commissioner of Patents, who held that Louis Philippe was legally injured by the registration of Krank's "Lemon Cleansing Cream" trade-mark, and furthermore, that Louis Philippe had not been guilty

of any false or misleading advertising in connection with "Angelus Lemon Cleansing Cream."

After this decision Mr. Krank prosecuted an appeal to the Court of Appeals of the District of Columbia, which is the court of last resort in cases of this character, and engaged Melville Church, one of the most eminent trademark attorneys in the United States, to argue the appeal and write the brief.

and write the brief.

The decision of the Court of Appeals of the District of Columbia, in favor of Philippe, sustains every contention raised by counsel for Philippe, holding in the first place, that Louis Philippe was legally injured by the registration of Krank's Lemon Cleansing Cream trade-mark, in view of the Lemon Cleansing Cream; that the charge of unclean hands raised against Philippe was not established by the evidence, and that the Krank mark was improperly registered.

MAURICE LÉVY WINS IN STATE COURT

Judge Frank L. Young, of the New York Supreme Court, at White Plains, February 13, denied the application of F. R. Arnold & Co. for an injunction restraining Maurice Lévy from selling genuine products of Maison Dorin S. A. bought

and imported by him into the United States.

The effect of this decision is that any person who buys Dorin products from Maurice Lévy is free to sell them in the United States. Temporarily, Mr. Lévy may not buy any more Dorin products from Maison Dorin in consequence of the injunction pendente lite in the case of Maison Dorin S. A. vs. F. R. Arnold & Co. granted by the U. S. District Court for the Southern District of New York and sustained by the U. S. Circuit Court of Appeals. This injunction restrains Maison Dorin from selling its products to anyone except F. R. Arnold & Co. for importation into the United States until the case has been heard before a master. In the federal case referred to there has been no adjudication of the rights of either litigant; for an injunction of this character merely maintains the status quo of the parties during the The issues of the case have been published in litigation. previous numbers of this journal. Up to February 19 no date had been set for the hearing.

The decision of Judge Young in the New York Supreme Court is subject to appeal to the Appellate Division; but up to February 19 no move in that direction had been taken by the plaintiffs. Coudert Brothers represented Maurice Lévy and Armstrong, Keith & Kern represented F. A. Arnold

PACKING ESSENTIAL OILS TO CURB SHIPPING LOSS

Proposed Freight Rate Advances Direct New Attention to Old Trade Evils; Consumers Vitally Interested; Remedies Suggested; Insurance Also Urged

Arising out of the proposal to advance freight rates on essential oils, which was discussed at some length in our January issue (pages 578 and 598), there has arisen the vital question to the trade and to the consumers alike of the proper packing of these materials to avoid or at least minimize losses arising during transit. In general, it may be said that it is the consumers of the products who are most vitally interested in this proposition inasmuch as the customary method of doing business in essential oils and kindred materials is on an f. o. b. shipping point basis. Any advance in freight rates, on this account, naturally raises the costs of the products to their consumers without in any way affecting the profits of the shippers.

In addition it may be pointed out that in the case of an f. o. b. shipment, the responsibility of the seller for the merchandise ceases as soon as he has delivered it on board the cars of the carrier. From that time until the shipment arrives at the warehouse of the consignee, any losses which may occur are for the account of the buyer and any claims arising from theft or damage while in transit rest with him for settlement.

Claims Handled by Dealers As a Courtesy

It may be said that, in actual practice, it has been the custom of the essential oil trade to handle these claims for their customers, but they cannot be legally forced to do so, nor has the consumer any guarantee other than the goodwill of the house with which he is doing business that this practice will be followed on any particular shipments of merchandise which he purchases on an f. o. b. basis.

Naturally, it is inevitable that some losses through breakage or pilferage must arise in handling a large volume of business, no matter how it is shipped. Fortunately, in the case of raw perfumery materials and especially in the matter of essential oils, the losses from pilferage are extremely small. In fact, they may be disregarded entirely. Thieves are not familiar enough with the value and character of this type of merchandise to steal it in transit. In addition, the markets are so limited that the risk of detection and capture is too great to compensate the thief for his pains in making a raid upon an essential oil or aromatic chemical shipment.

Consumers Vitally Interested

While there is a tendency in the trade and particularly with certain houses to minimize the importance of breakage losses in transit, it is apparent that these losses must be worthy of serious consideration, else the carriers would never have proposed to advance their freight rates materially on such shipments. Instances are cited by the roads which handle this business of single losses through breakage and leakage, the claims on which absorbed more than the entire freight revenue derived during the year from the house which made them. Naturally, the consumers of the oils as well as the carriers must bear the burden and inconvenience of such losses.

The question, then, for the consumer to consider and to take up with his shippers is what method may be pursued which would eliminate or minimize the losses in transit. According to testimony adduced at the hearings on the freight increase as well as private commentary on the situation among the essential oil dealers in New York, the principal cause for losses through breakage in transit is faulty or inadequate packing on the part of the shipper. It is

then, on the packing that the consumers must concentrate if they wish to avoid losses on which they are virtually the only and surely the greatest losers.

Essential oils and liquid chemicals are usually packed for shipment in certain well recognized packages. For bulky shipments of low-priced materials, the steel drum is the generally accepted form of package. For smaller shipments the glass carboy, boxed with neck protruding and the tin can are recognized forms. For high-grade materials in small lots and in general for retail quantities, glass bottles suitably encased in wood and packed in excelsior or other recognized padding materials are generally employed. There are also various original packages of copper and lead in which occasional shipments are made where large quantities are sold but these are more or less extraordinary packages and need hardly be considered in a general article on packages.

Safe and Dangerous Packages

With respect to steel drums, there is nothing which may be said in criticism. Material properly packed in such containers is susceptible to very little loss in transit and it is probably safe to say that claims arising from leakage of steel drums unless the drums are old or are damaged in a serious wreck are unimportant.

The large glass carboy, which is occasionally used in the essential oil trade, cannot be commended so fully. The usual style of packing these carboys is a wooden box of substantial construction into which the carboy fits tightly. In the cover of this box is a hole large enough to admit the neck of the carboy and from which the neck protrudes. This neck is occasionally also protected by an additional wooden covering of some sort. Practically all of the claims against carboy packages arise out of a break in the neck of the container. These are more or less inevitable unless the neck is fully protected. Recently, a standard carboy container has been invented and after a series of tests has been approved officially by several trade bodies and by some of the carriers. The use of this container, while expensive, should be insisted upon by consumers who order goods shipped in this style of packing.

It is a noteworthy fact that the tin container, which is usually considered a substantial one, is more susceptible to claims arising from leakage than is the glass bottle. This can be due to but one reason, namely, that the cases in which the tins are enclosed before shipment do not adequately protect them. Instances have come to light in which fifty-pound cans of various materials have been packed in a flimsy wooden case with a thin layer of excelsior around the sides of the can and on top and none whatever on the bottom, which should receive the greatest protection. Should one of these heavy tins be dropped upon the ground, the seams would inevitably give. The shifting of the weight of the liquid contained in the tin would bring pressure to bear which would force something to give way. Almost inevitably, this springing of the seams takes place at the bottom of the tin. Proper packing in substantial wooden cases with at least three-quarters inch of excelsior on all sides and on top and bottom could largely eliminate this danger. Such packing should be insisted upon.

Problem of Small Parcels

Unfortunately, there is no satisfactory method of packing small shipments except in glass bottles. Such bottles are naturally subject to considerable breakage, but it has been proven that when they are properly protected in substantial cases, the breakage can be minimized. In casing glass bottles, the weight of the complete shipment should be taken into consideration. There is no reason to believe that a shipment of 50 pounds in glass would go safely cased in

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the same type and weight of lumber which would be adequate in the case of a shipment of five pounds.

Inadequate cases are the cause of most of the breakage in shipments of glass bottles. The ordinary so-called 'dog house' case with the gabled top is a satisfactory packing for such containers provided it is made of substantial enough material. It or any other case is worthless if made of

lumber which will break at the first strain. The "dog house" case is recommended by most shippers because it insures the bottles being held in upright position. They cannot be tiered in any other way. It also gives ample support to the fragile shoulder and neck of the bottles where

most of the breakage takes place.

A case for a shipment of 50 pounds should be adequate if the case is made of thirteen-sixteenths inch lumber, properly joined, and if there is space for ample excelsior packing top and bottom and between each of the bottles. Of course, the additional protection of corrugated paper wrappings for each individual bottle is desirable, but not absolutely necessary if other precautions are taken.

Insuring Against Claims

Most shippers are desirous of avoiding losses in transit. Many of them cannot be criticised for their packing methods, but unfortunately there are a few who do not use even ordinary precautions in preparing their shipments. It is these few, who have used inadequate packing, careless inspection of packages before shipment, the unfortunate practice of shipping various sized containers in one case without proper compartments and limings, and generally careless and slovenly methods of getting their goods out, that are responsible for the heavy losses and consequent recent action by the carriers in advancing freight rates. It is very largely up to the consumers to see that these practices are replaced by proper packing and shipping methods. They have the power to enforce proper packaging of their goods and they should use it to standardize trade practice in this respect, if only for their own protection.

In addition, the proper insurance of all shipments, a matter which will cost very little and assure prompt satisfaction of all claims and at the same time enforce proper packing, should receive more consideration than it does at present. There is no reason why shippers should not carry blanket policies on all shipments with the possible exception of those going forward in drums. If this were done and packages were standardized, there is little doubt that today's heavy losses would be cut to a small fraction within a short time. The trade would then have a case to present with a proposal of reclassification of essential oils and kindred products at lower rates and they would be able to prove their case. Until that is done, there will be losses and at times heavy ones, and the carriers will never be satisfied with the tariff charged.

ESSENTIAL OIL RATES HEARING AND MR. BEILSTEIN'S ARGUMENT

At a hearing in Chicago before the Classification Committee on January 17 regarding an increase in the Freight Rates on Essential Oils, Subject 200, Consolidated Freight Classification Docket No. 17, the following houses were represented by their traffic managers and entered a vigorous protest against this increase: Wm. J. Wrigley Jr. Co., Armour & Company, Palmolive Company, Procter & Gamble Co., A. M. Todd Co., M. L. Barrett & Co., Fritzsche Brothers, Dodge & Olcott, Foote & Jenks, C. Morgan & Co., Antoine Chiris Co., George Lueders & Co., Morana Incorporated, Orbis Trading Co., Magnus, Maybee & Reynard. There were a number of others present that only made formal protests.

The parties protesting were requested to submit their arguments in detail in writing and were advised that a further hearing would be held in New York on January 22.

The railroads advised that under the contemplated classification, the shippers were at liberty to ship essential oils of any value by declaring the value not over fifty cents per pound and thereby receive a first-class rate. The shippers unanimously objected to this and considered that the rates in force today were just and fair to all concerned and that the claim by the railroads of excessive charges for loss and

damage were not the experience of the receivers and shippers at this meeting.

Mr. Beilstein's formal brief read in part as follows: "The suggested classification is discriminatory and therefore inequitable in that it proposes a heavy increase in substantially all essential oil rates, while other similar or closely comparable classes are left unchanged.

"The group or class of materials most readily comparable to essential oils is that comprising liquid 'drugs' and medicinal preparations. In physical character there is nothing to choose between the two classes for the purposes of your Committee. Yet these medicinal preparations are uniformly carried at the single first class rate, and we see no evidence of intent to change this rate, nor, incidentally, do we know of any reason why it should be changed.

"The suggested classification is arbitrary and inconsistent in its treatment of the essential oil schedules. It is difficult to understand why Citronella should receive preferential treatment over other oils in substantially the same case; and we believe that this was done without a clear understanding of certain facts. Citronella oil during the past six or eight months has been abnormally high in price. When the price goes back to this normal level, as it probably will before long, the oil will remain classified at the proposed higher specific rates, whereas without the special provision it would automatically drop into the first bracket and be entitled to the lowest released rates.

"The elimination of the group consisting of Lemon, Peppermint and Spearmint, heretofore indexed by name, is equally difficult to understand, and especially as to the Peppermint and Spearmint.

"The basic group of enumerated oils in the old classification (Cajeput, Cedar, etc.) should be reconstructed so as to include a reasonable number of the cheaper oils moving in good volume.

in good volume.

"We claim that your division of all essential oils (except Citronella) into three groups or brackets for "released value" on a basis of 50 cents or less, \$2.00 or less, and \$5.00 or less per pound, is obviously arbitrary and not such a soundly reasoned conclusion as the very great importance of the question demands.

"We claim that the proposal to increase the rates on oils valued at over 50 cents to from 1¼ times to double first class (now single first to 1½ times), and on oils valued at over \$2.00 to from double first to triple first class, is unsound and unjust.

"The extra charge is for insurance, pure and simple. "We are by no means hostile to the principle of 'released' rates. The writer of this memorandum advocated years ago the application of this principle to essential oils as a possible solution of the problem of adjusting rates to the extreme range of values in these materials. We know that it has not been done successfully in the attempt here under objection, and we know that to force the proposed schedule upon the shippers would result in gross and far reaching injustice."

"Finally, a brief reference to essential oil claims. An unbiassed study of the whole state of facts, would show that the percentage of claims to the total of tonnage and freight paid is insignificant; and we have no doubt that the consignees of these shipments from whom you will hear and who, paying most of the freight charges, are better equipped with actual facts, will supply you with sufficient data to substantiate this contention."

New Edition of "Official Tares"

The New York Board of Trade and Transportation has just announced the completion of a new edition of its "Official Tares," a publication which gives weights and descriptions of the various packings of drugs and chemicals including the essential oil group. The work describes the various packages and the weight allowances on them which are the standard for use in the drug and chemical trade, both in the United States and in foreign trade.

The new edition, which will be known as "Official Tares, 1924," has been brought down to date and standardized with reference to the best post-war practice in the various trades which it covers. Copies will soon be available. The essential oil and related industries were represented upon the revision committee, which has just completed its work, by J. E. Howe, general manager of Dodge & Olcott Co.



OFFICIAL REPORT OF FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION

Gordon M. Day, president; Thomas J. Hickey, general counsel and executive secretary; Richard H. Bond, vice-president and chairman of the legislative committee, as well as other officers and committeemen, have been busy with the affairs of the Flavoring Extract Manufacturers' Association of the United States since the January report. Mr. Bond sent out several notices to the members regarding menacing bills, particularly one in Massachusetts and another in Kentucky.

A committee meeting was held at Hotel Astor, New York, on February 1, at which time proposed changes in the laws of several states were discussed.

Mr. Hickey announced that within sixty days the Association would publish a digest of laws and rulings of National and State Food Departments in regard to regulating all products sold by the members of the Association. This, he said, would fill a long felt want.

The following members were present: Gordon M. Day, of Day-Bergwall Co., Milwaukee, Wis.; R. H. Bond, Mc-Cormick & Co., Baltimore, Md.; F. S. Rogers, McMonagle & Rogers, Middletown, N. Y.; L. K. Talmadge, Baker Extract Co., Springfield, Mass.; W. W. Laudenslager, A. Colburn Co., Philadelphia; Frank L. Beggs, Styron-Beggs Co., Newark, O.; R. E. Heekin, the Heekin Co., Cincinnati; D. T. Gunning, Arbuckle Bros., Chicago, and Thomas J. Hickey, Chicago.

SODA WATER FLAVORS MANUFACTURERS

W. S. Bickford, of New Orleans, president, and Thomas J. Hickey, of Chicago, secretary and attorney, together with the legislative committee of the National Association of Manufacturers of Soda Water Flavors, have kept up their activities in looking after the interests of the association and its members. Secretary Hickey has collected information on various subjects, and has transmitted the same to the members. Two bulletins have been sent out since the last report, one on the "Proposed Repeal of the Tax on Alcohol" and the other relating to the new North Dakota law which taxes soft drinks and extracts on concentrates used in making them.

MEXICAN VANILLA CROP

Vice Consul Willys A. Myers, Vera Cruz, reports: The 1923-24 crop of vanilla beans has been harvested unusually early this season and, according to reports received from the vanilla buyers and growers in the different districts in the State of Vera Cruz, it is forecast that the crop will amount to 100,000 pounds of whole vanilla beans. The vanilla districts will not be affected by the new revolutionary conditions in Vera Cruz, as the Misantla district

now has railroad connection with Jalapa and Vera Cruz and the greater part of the vanilla from the other districts in the State is shipped to this port by coastwise boats for exportation to the United States.

FIGHT AGAINST HAUGEN BILL NOT ENDED

R. H. Bond, Chairman of the F. E. M. A. Legislative Committee, informs us by telegraph as we go to press that the F. E. M. A., the Glass Container Association and other organizations will keep up a vigorous fight against the Haugen bill despite the reported acceptance by the Wholesale Grocers and American Specialty Associations of an amendment of the slack-filled clause.

The amendment, Mr. Bond says, is of some use, but it is practically of no value to the great majority of manufacturers affected, for they would be put to enormous and the processes expressed by the ball be enormous.

unnecessary expense should the bill be enacted.

Judge I. G. Jennings, counsel for the Glass Container
Association, has prepared a strong brief against the Haugen
bill. He makes many points. One is that enforcement
should not be with the Agricultural Department, which
would mean the delegation of police work to the Bureau of
Chemistry. The bill's provisions would open up a field of
uncertainty, through lack of definite indications of what
forms or shapes of containers will deceive purchasers, etc.
that would become a standing menace to productive property
rights and legitimately conducted business. No manufacturer using bottles would know what to order and the glass
manufacturers would not know what kind of bottles they
could lawfully make.

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAF SECTION and other departments for further information.

Food-Drugs Act Administration

The results of an interview by a committee of the National Drpg Trade Conference with officials of the Federal Bureau of Chemistry were reported recently to the former body. It had to do with alleged practices in the enforcement of the food and drugs act, that embarrassed manufacturers in the presentation of a defense. The committee got the impression from conversation with Dr. Hoover, of the bureau, that "in all cases where there is no evident intent to defraud or deceive the public, manufacturers will be given the same opportunity to change the statements on their labels as they have hitherto enjoyed," and that it was not the policy of the officials to embarrass manufacturers by instituting condemnation proceedings in widely separated districts. The conference adopted the following resolutions:—

Resolved, That this conference strongly recommends that a trade advisory committee be appointed by the Secretary of Agriculture or other appropriate authority, to advise with the Division of Drug Control of the Bureau of Chemistry regarding the interpretation of the food and drugs act in so

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far as the same applies to the drug trade; and be it further Resolved, That the president and secretary of this conference, with such aids as they may select, be authorized and instructed to bring this subject to the attention of the Secretary of Agriculture, or other appropriate authority, and to use their best endeavors to secure the appointment of such

advisory committee.

Resolved, That a committee of three be appointed to interview the Secretary of Agriculture of the United States and protest against the practice which has apparently grown up in the Bureau of Chemistry in the beginning of multiple actions under the pure food and drugs law in remote jurisdictions against reputable manufacturers until after opportunity has been had on citation for a hearing.

The following committee was appointed: -E. C. Brokmey-

er, W. L. Crounse and A. Homer Smith.

Cleaning and Relabeling of Imported Foods

The privilege of cleaning, sorting, and relabeling imported foods and drugs that contain foreign matter, or that are misbranded to make them comply with the requirements of the food and drugs act before formal entry, may be withdrawn, according to a statement by the officials of the Bureau of Chemistry. Attempts have been made recently by some importers to evade the relabeling and cleaning requirements on imported food and drug products. Unless there is reform all importations found to be misbranded, or found not to comply with the Government standards of purity, will have to be exported or destroyed.

Olive Oil Estimate for 1923 in Italy

It is estimated that the production of olive oil in Italian Trade Circles for 1923 will be about one-third under its normal figure, says Vice Consul Harold D. Finley, Naples, Italy, in a recent report to the Department of Commerce. The normal crop is considered to be the average for 1910 to 1921, inclusive, which was 47,652,000 gallons. On this basis, this crop should be in 31,000,000 gallons.

WASHINGTON GENERAL NEWS REPORT

(Continued from Page 614)

Thus it will be noted from the above that articles may be taxable either by reason of their being commonly or commercially known as jewelry, real or imitation, or by reason of the fact that they are ornamented, mounted or fitted in the manner described.

ART. 22. Articles not Taxable. The following articles of personal adornment, or which may be susceptible of such use, are not taxable under section 905 unless ornamented, mounted or fitted with precious metals or imitations thereof, or ivory, or ornamented, mounted or fitted with pearls, precious or semiprecious stones, or imitations thereof: (a) Articles made of textiles or feathers, (b) hat trimmings (including hat pins), (c) shoe trimmings (including buckles), (d) dress trimmings and buttons ordinarily worn permanently attached to wearing apparel.

Hat and dress trimmings of small intrinsic value are not considered imitations of pearls, precious or semiprecious stones merely because they resemble them in

appearance.

ART. 24. Articles made of, or ornamented, mounted or fitted with precious metals or imitations thereof or ivory. The term "precious metals" includes silver, gold, platinum and all other metals more valuable than these. The term "imitation thereof" includes only platings or alloys of any of the above materials.

The following articles are not taxable under the clause of section 905 construed in this article: (1) Articles made of imitation ivory; (2) surgical instruments, eyeglasses and spectacles; (3) articles merely ornamented or overlaid with gold or silver leaf or paint, such as picture frames, books, and Christmas cards.

Glassware, china, pottery and like articles are taxable if ornamented, mounted or fitted with precious metals or imitations thereof, but are not taxable when ornamented with gold or silver leaf or paint.

It should be carefully noted that there are many

articles, although not taxable as "articles made of, or ornamented, mounted, or fitted with precious metals or imitations thereof or ivory," that may be taxable as jewelry. For articles taxable as jewelry see Article 21. * * *

Trade Board Acts Against Chain Store Rebates

The Federal Trade Commission has issued an order directing the National Biscuit Company and the Loose-Wiles Biscuit Company, the two largest biscuit and cracker manufacturers in the United States, to discontinue discriminating in prices between chain stores and co-operative buying associations composed of independent retail grocers when similar quantities of the product are purchased.

The commission has held that the effect of the system of discounts granted by these two companies is to give to the chain stores an undue advantage in competing with the independent retail grocers, which advantage tends substantially to lessen competition and to create a monopoly in the retail distribution of the products of these two manufacturers. The commission found that chain store systems were allowed by the two companies to combine purchases of all the separate units in the systems for the purpose of receiving a larger discount, but the biscuit companies refused to allow associations of independent retailers operating stores similar to the units of chain store systems to purchase through co-operative agencies.

Kirk & Co. Cited by Federal Board

The James S. Kirk & Co., of Chicago, is charged in a citation issued by the Federal Trade Commission with misbranding certain of its soap products. The complaint recites it uses the following brand names on seven separate kinds of soaps offered by it for sale to the public: "Kirk's Cocoa Hard Water Castile," "Bengal Castile," "Kirk's Cocoa Strip Castile," "Peerless Cocoa Castile," "Cocoa Castile," "Crown Castile," and "Floating Castile." The soaps so branded, the complaint states, do not contain any olive oil, as is the case with genuine castile soap, but are made up with substitute oils and fats at a substantially lower cost. This, the citation continues, deceives and misleads the purchasing public into the belief that they are purchasing genuine castile soap when such is not the fact. The respondents have thirty days in which to answer.

Gain in Imports of Aromatic Synthetics

Imports of synthetic aromatic chemicals during January, 1924, totaled 3,448 pounds with an invoice value of \$8,854, compared with 3,349 pounds valued at \$6,515 in December. These figures are given in the monthly data on imports of coal tar products assembled by the Department of Commerce and the Tariff Commission.

The tabulation of imports of synthetic aromatic chemicals of coal tar origin follows:

Name of Chemical	Quantity Pounds	Invoice Value	Per Cent by Country of Shipment
Acetophenone Amyl salicylate Benzaldehyde Benzyl acetate	110		Holland 100% Germany 100% Holland 100% France 100% Switzerland 97%
Benzyl propionate	20		France 3% Switzerland 100% Switzerland 100%
Cinnamic aldehyde Diethyl phthalate Heliotropine	110	****	Switzerland 100% Germany 100%
Heliotropine crystals Indol pure Jacinthe	100		Switzerland 100% Helland 100% France 100%
Melilot Musk ambrette.	3	{	France 100% Switzerland 88% Helland 12%
Musk ketone	221	\$1,648	Belgium 50% Switzerland 45% Holland 5%
Musk Xylol	50	****	Holland 100%
Neroline (b-naphthol ethyl ether	r). 155		Switzerland 65% Germany 35%
Phenyl acetic aldehyde	72	355 }	Holland 69% Germany 31%
Phenylethyl acetate	350	****	Switzerland 100% Switzerland 100%
Yara Yara (b-naphthol met			France 100%



Announcement has just been made that the old and wellknown firm of Roure-Bertrand Fils, Grasse, Alpes-Maritimes. France, which celebrated its centenary some time ago, has been reorganized as a private limited liability company, and has taken in as directors two members of the staff who have long been associated with the house as our readers are aware, and who; like the old partners, have tending toward still greater expansion and achievements in trade. Owing to its perfected and up-to-date equipment and to the factories and buying agencies it possesses in the principal centers of production the firm is in a most favorable position to meet the various requirements of its clients.

The head office will remain in Grasse and representation



Louis Roure



SENATOR JEAN AMIC



JEAN ROURE

friends in numerous America. The principals of the old firm. Senator Jean Amic, Louis Roure, and Jean Roure, have now taken into the company François Amic, eldest son of Senator Amic, and Jean Fabre, the Senator's son-in-law. The new company will carry on business as usual under the style of Société Anonyme des Etablissements Roure Bertrand



IEAN FABRE



FRANÇOIS AMIC

will continue in all of the countries of the world, with depots in Paris, London, New York, Kobe, Hongkong, Calcutta and elsewhere.

François Amic was in America for six months last year, returning to France in June. While here he studied conditions intensively and made sever al trips through various parts of the country with George Silver, vice-

Senator Amic has been elected chairman of the board of directors, and Jean Roure managing director, the other gentlemen being directors. Joseph Guichard, Léon Ricord and Jean Guichard will act as managers and will sign par procuration for the company, in addition to the chairman and managing director.

This historic firm, which is known over the entire world for its products, which include essential oils and raw materials for perfumery manufacturers, will continue the business with the same staff of loyal and capable employees and no doubt the new organization will develop activities

president and general manager of Roure-Bertrand Fils, Inc., New York. He acquired much valuable information which will be useful to him as one of the partners of the firm.

Jean Fabre also was a recent visitor here, returning home in November last, after a second visit of two months, during which he met numerous clients of both the Roure-Bertrand and Justin Dupont houses. Mr. Fabre's wife is the only daughter of Senator Amic, who has long very ably represented the Alpes-Maritimes district in the Senate of France.

Senator Amic's last visit here was in 1915, and his

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American friends are looking forward to another opportunity to foregather with him before the decade expires. When last in the United States the Senator came as president of the French section of the Exposition in San Francisco. Perhaps the coming French Exposition in New York City may be honored by his presence and interest in it.

The New York offices of Roure-Bertrand Fils (together with those of Justin Dupont, Inc., of which Mr. Silver also is vice-president), were moved on February 1 from the old quarters in Cedar street to a larger and more convenient suite in the Wahnetah Building, 461-463 Fourth avenue, at 31st street. Telephone: Madison Square 2120.

Ernest Daltroff, proprietor of Caron of Paris, the well known perfumery house, sailed for home on the *Berengaria*, February 16, after a two months' visit to this country. In an interview with the Editor just before sailing, he expressed his satisfaction with his recent visit as it has given him a good opportunity to become better acquainted with the American trade.

For several years the Caron business in this country has been handled through agents, until about a year ago when



ERNEST DALTROFF AND FRANK N. CARPENTER

the Caron Corp. was founded with headquarters at 389 Fifth avenue, New York.

It will be of interest to the trade to learn that the general management of the American corporation was placed in the hands of Frank N. Carpenter on February I. Mr. Carpenter brings to his new position a wealth of experience in the perfume industry. He was secretary and general manager of Lazell, Dalley & Co., New York, until the business was sold and moved to Newburgh, N. Y., and more recently was general manager of Tokalon, Inc., New York.

Mr. Carpenter is one of the best known men through the country with the buyers in department stores, etc., and has a host of friends from coast to coast. He has also been identified with the American Manufacturers of Toilet Articles, having succeeded the late Henry Dalley on the Executive Committee in 1911. In 1914 he was elected secretary for the term 1914-1915. Associated with Mr. Carpenter in the American corporation is Edward L. Cournand, assistant general manager.

The Caron firm which was established in Paris about twenty years ago by Mr. Daltroff is best known for its popular perfume Narcisse Noir. The new products being offered in distinctive packages are: Tabac Blond, Nuit de Noel and Narcisse Blanc.

Bachalli Sitaramachar, managing director of Essentiour Products, Ltd., Mysore, India, sailed for England on the Majestic February 2 after spending two months on this continent visiting the trade in the United States and Canada, and conferring with the American agents of the company, Cox, Aspden & Fletcher, New York City, with a view to extending sales of Mysore Sandalwood oil in this extensive market. While here, Mr. Sitaramachar was much sought as a guest by various scientific associations, but his time was so limited that he was able to deliver only one address at Columbia University, College of Pharmacy. This survey of the sandalwood oil industry will be found in full on pages 627 and 628 of this issue.

E. A. Johnson, formerly Akron branch manager of the National Aniline & Chemical Works, has joined Monsanto Chemical Works' sales staff and will be located at the company's branch office in New York.

Addington Doolittle, the energetic and active secretary-treasurer of Compagnie Parento, Inc., Croton-on-the-Hud-

son, New York, accompanied by Mrs. Doolittle, sailed for Europe on the Berengaria on February 16. Mr. Doolittle has planned to stay abroad for two months, and after a visit to England will spend most of his time in France. The trip will combine business with pleasure, for Mr. Doolittle will look over the Parisian field very carefully and thoroughly, with the possibility in view of establishing a permanent Paris branch office and laboratories. Mr. and Mrs.



MR. AND MRS. DOOLITTLE

Doolittle expect to return home by the Aquitania in April.

V. Vivaudou, Inc., New York, has declared a quarterly dividend of 50 cents a share on the common stock, payable in 7 per cent preferred stock March 15 to holders of record February 29.

R. J. Goerke, president of Goerke & Co., department stores in Newark and Elizabeth, N. J., and of Gilmers, Inc., has been elected a Vivaudou director.

C. S. Winstock resigned as vice-president of Oakley & Co. on January 1 and went into the compact business at 10 East 43d street, New York City. Mr. Winstock will specialize in the department store field.

The new double vanity box case which is illustrated in the insert of Solar Laboratories, Inc., 435 East 24th street, New York, between advertising pages 44 and 45 of this issue, is the box described in Patent 1,481,796, granted to George Gussoff January 29, 1924, and assigned to Solar Laboratories, Inc., the grant of which is reported on page 654 in our "Patents Granted." Solar Laboratories, Inc., advise us that they intend to prosecute all infringements of this patent.

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Mr. and Mrs. Edward V. Killeen, with their son Wilbur, and daughter Clare, are in Ormonde, Fla., where they will spend several weeks on their winter vacation. Mr. Killeen is vice-president of George Lueders & Co., New York.

Mrs. Lillia Babbitt Hyde, widow of Clarence M. Hyde and daughter of the late Benjamin T. Babbitt, soap manufacturer, has made application to the State Board of Charities for the creation of a foundation for the care of aged and infirm persons and for general research work in preventive treatment of various diseases, the foundation endowment to approximate \$2,000,000. Mrs. Hyde several years ago established a laboratory research building at Liberty, N. Y., in memory of her father, and she gave \$10,000 for the erection of a Methodist Church at Venice, Italy.

The three gentlemen shown in the accompanying engraving were fellow travelers on the *Aquitania* sailing from New York, January 26. Burton T. Bush is well known to our readers as president of Antoine Chiris Co., New York, and Charles A. Swan is one of his associates in the New York



BURTON T. BUSH, HARRY H. LARKIN, CHAS. A. SWAN

office. They are abroad for a brief visit to the parent house in Paris and are expected back early in March.

Harry H. Larkin, of the Larkin Co., Buffalo, N. Y., sailed for France on business for his company and posed in the group on the promenade deck.

E. M. Laning, president of E. M. Laning Co., Inc., New York, has returned from a two weeks' trip through the South, where he reports that the outlook for future business is very bright.

Mr. Laning announces that a new southern representative, J. W. Denton, has been employed by the company. Mr. Denton will make his headquarters at 592 South Main street, Memphis, Tenn. He has been identified with the trade in Memphis for the last five or six years and is well known in the territory. He will represent the E. M. Laning Co. in Arkansas, Mississippi, Alabama and Oklahoma.

Howard J. Rodgers, of Cleveland, Ohio, one of the best known perfume salesmen in the Middle West, has recently become associated with A. Joncaire, Inc., of Boston and Paris. He will represent this company in Ohio, Indiana and West Virginia, which territory he has traveled for many years.

Monsanto Chemical Works has issued a set of blotters to its trade in vanillin and coumarin. One of these blotters, which is embossed and lithographed, depicts the new package, while another presents a view of the St. Louis works.

Sewell H. Corkran, who began business January 1 for himself as eastern representative for A. H. Wirz, Inc., Chester, Pa., and Wm. Buedingen & Son, Rochester, N. Y., announces that Frederick S. Holmes is now associated with him.

Mr. Holmes was educated in part at the United States Naval Academy at Annapolis, where he spent one and one-half years, after which he enlisted for service in the World War. He was detailed to the destroyer Winchester for twenty-three months, seeing service both here and abroad. After his discharge from the navy, he was located in New York City in the manufacturing business. Mr. Holmes is married and lives in Passaic, N. J.

Much of the success of Wm. Buedingen & Son, is due to the son, Robert Buedingen, whose pleasant countenance appears herewith. Wm. Buedingen established the firm back in 1887 and the son has long been the proprietor of the larger and greater establishment that grew out of it in 1907.

Mr. Corkran is well known in the trade, having been associated with A. H. Wirz, Inc., since 1919. He was grad-



SEWELL H. CORKRAN

ROBERT BUEDINGEN

uated from the University of Pennsylvania, where he played shortstop on the 'Varsity baseball team and was president of his class. He is a live wire in the American Manufacturers of Toilet Articles, both of his firms being associate members and as announced in our last issue he is Chairman of the A. M. T. A. Membership Committee. Mr. Corkran is married, has two sons and resides in Media, Pa. He will continue his office at 30 East 42nd street, New York City, as heretofore.

The Cosin Co., which had their offices and salesrooms at 200 Fifth avenue, New York City, for some time, moved February 20 to new and larger quarters at 133-141 West 21st street (between Sixth and Seventh avenues), New York City.

The laboratories of the company will be consolidated with the offices in the new location, so that the cosmetics which are now offered by the company will be manufactured right on the premises. Joseph Cosin, proprietor of the company, will have his offices at the new location, which is being attractively fitted up for the purpose.

R. O. Wells will represent Orbis Products Trading Co., Inc., New York, as salesman in the Metropolitan district beginning March 1.

Mr. Wells was lately connected with Wangler-Budd Co., Inc., successors to Julian W. Lyon & Co., Inc., New York.

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Nedelco D. Smiloff, vice-president of Rosova Banka, Kazanlik, Bulgaria, who has been in the United States for the last five months, studying economic conditions here and investigating the American market for otto of rose, sailed on the Majestic February 2 for London, where he will spend some time, after which he will go to France and thence home.

Mr. Smiloff was well gratified with the reception given him by the trade in the United States.

William Pitts, manager of the fancy paper division of Whiting-Patterson Co., New York City, sailed on the Paris January 16 for a two months' pleasure and business trip abroad. While in Paris, Mr. Pitts planned to confer with Keller-Dorian, Silvin & Co., for whom the Whiting-Patterson Co., Inc., are the American agents.

Dr. Max Mueller, president of the Rhodia Chemical Co., New York City, sailed February 2 on the *Majestic* for a brief business trip to Europe. While abroad he will visit Switzerland and France, spending some time at the head-quarters and branches of the Societe Chimique des Usines du Rhone.

C. W. Price has severed his connection with Hudson, Inc., perfumers, 30 West 51st street, New York City.

H. H. Raynor, general manager of Chandon Co., Inc., New York City is about to leave for a trip to Florida and the Pacific coast in the interests of the company. The trip will include a stop off at Chicago, where a meeting will be held of the principal stock holders of the company to elect officers for the corporation.

The company is located in its new quarters at 509 Fifth avenue, New York City, where facilities are provided for shipping finished products of Lubin and also Lournay toilet preparations and perfumes. After March 4, the account of Rosine will be handled by the company.

Mr. Raynor began his business career with the Riker-Hegeman drug stores in 1908 after which he was with V. Vivaudou, Inc., and Elizabeth Arden. In 1912 he organized Lournay, Inc., with which company he has been connected ever since.

American Can Co. reproduces on the front cover of this issue another example of its art lithography on metal containers for toilet preparations. On page 9 it describes why tin is best suited for talcum powder containers.

T. C. Wheaton Co., Millville, N. J. reproduces in its insert between advertising pages 106 and 107 the attractive color effects in topaz, turquoise and ebony secured in the same design of bottle. The frosted effect of two of the bottles and the plain effect of the other visualize the results achieved in satisfying the modern trend for novelty in glassware.

R. Hardesty Manufacturing Co., Denver, Colo. calls attention to its vanilla percolator in its announcement on advertising page 119.

Merveille Puff & Cosmetic Co., Inc., is now located in its new and large quarters at 339 East 93rd street, New York City, where its manufacturing capacity has been tripled. The offices of the company are conveniently located in the factory so as to expedite the handling of orders.

Miss Laurose Schulze-Berge, daughter of Paul Schulze-Berge, Jr., president of Heine & Co., New York City, is displaying talents that are exceptional for a young lady of only ten summers. At a Yuletide celebration she not only danced most daintily and gracefully but charmed all within the radius of her captivating voice with a recitation of her bright verse about the childhood view of home life:

Sunny or Sulky

Every day when I am sulky, So that my lips get big and bulky, Someone always feels so sad— 'Cause when I'm sulky, I am bad.

It's mother and my friends so dear Who feel so sad when I am queer, And mother who loves me very much Dislikes to see me behave such.

But other days when I am sunny, You'd surely laugh, it is so funny, It's such a very different me, As you'd be quite surprised to see.

Mama says that lips and eyes Would give one quite a big surprise If one could see the looks so deep All piled behind them in a heap.

When thoughts are good and sweet and clean, Then eyes shine bright, the face abeam; But when they're bad, it makes one sad To see the eyes and hear the surls Of naughty little boys and girls.

CHRISTMAS, 1923.

Laurose Schulze-Berge, Age 10 years.

Arthur F. Brown, managing director of the Bax'er Paper Box Co., Brunswick, Me., who recently favored us with a call, advises that the company has established a New York office and show room at 30 East 42nd street.

L. H. Brodrick, an experienced and well-known package man has been placed in charge, and he will give special attention to the needs of perfumers and toilet preparation makers in the Eastern district.

The Baxter company already does considerable business in this territory, and is now prepared to share in the growing demands of the rapidly expanding industry.

The new plant at Freeport, Maine, is now in operation and together with the main plant at Brunswick and another branch plant at Mechanic Falls puts them in an excellent manufacturing position.

Consolidation of Owl and Sun Drug companies in California involving \$5,000,000 has been completed by I. Eisner president of latter concern, according to a Los Angeles correspondent. Owl company will take over 35 southern California stores of the Sun Co., but leases on many store buildings will be retained by the Sun Realty Co., which Mr. Eisner heads. Mr. Eisner becomes vice-president of Owl Drug Co. The merger gives the Owl Co. 82 stores extending from southern California to the Canadian border and as far east as Chicago. Annual business totals \$20,000,000.

E. F. Zobel is now representing the A. P. Babcock Coperfumers, of New York City, in Philadelphia, Eastern Pennsylvania, Southern New Jersey and Delaware. Mr. Zobel formerly represented the J. B. Williams Co. for about thirteen years and Richard Hudnut for about two years. He is well known to the buyers in his territory.

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Walter T. Hathaway, purchasing agent of Colgate & Co., New York has returned from Pinehurst, N. C., where he spent several weeks, with Mrs. Hathaway, playing golf. He had the pleasure of several games with A. F. Kammer who was visiting there with Mrs. Kammer.

Mr. Kammer is vice-president and manager of the New York office of the Carr-Lowrey Glass Co., Baltimore, Md., and in recent years he has achieved a wide reputation as an expert golfer. We have learned that his first round of golf at Pinehurst was made in 74 on a course he had never before played, and for the first time on sand greens, so that Mr. Kammer's playing will be appreciated by those whose first score below 100 is an event in their lives. Mr. Hathaway when interviewed as to his score replied: "On advice of counsel, I refuse to answer." However, as his game is a pretty fair one, his score probably was not so bad as his answer might indicate.

Dr. Theodore C. Wheaton, president of the T. C. Wheaton Co., Millville, N. J., sailed for a month's vacation throughout the Caribbean on the White Star liner Megantic, January 23. At the pier to wish him bon voyage were his



F. H. WHEATON, DR. T. C. WHEATON, T. C. WHEATON, JR., F. W. MAHR AND E. S. HAGERTHEY

sons, F. H. Wheaton and T. C. Wheaton, Jr., E. S. Hagerthey, manager of the New York office and his assistant, F. W. Mahr.

Dr. Wheaton is the founder of the enterprise that bears his name and is hale and hearty and active in the management of the business, and still going strong, though at the time when most men of his age are retired. He is in the early seventies and apparently good for many more active years.

At the time of going to press we were advised that a new supply of inserts from Polak & Schwarz, Ltd., Zaandam, Holland, was due on the Mongolia to arrive in New York February 17, but which was delayed by storms. This firm which is so well known to the American industry has made the name Polak & Schwarz a familiar one to buyers of synthetics, and their handsome advertising with us has been generally admired. The American agents are the Wangler-Budd Co., 35 Fulton street, New York City.

D. B. Keyes has gone from the New York office of the U. S. Industrial Chemical Co. to Curtis Bay, Md., to function as director of research and development for the U. S. Industrial Alcohol Co.

Isaac V. S. Hillier, Anderson-Hillier Co., New York, was kept at home for a fortnight recently by bronchitis.

Maximilian Toch, vice-president of Toch Brothers, Inc., New York City, manufacturers of colors, paints, etc., will leave on February 24, with Mrs. Toch, en route to Pekin University, Pekin, China, where he will establish a course in industrial chemistry, and after several months there will continue his trip around the world.

Mr. Toch has been professor of chemistry at Cooper Union for several years, and stands very high in the industrial chemical life of the nation.

Mr. and Mrs. Warren E. Burns are in New Port Richey, Fla., their winter estate, Jasmine Villa, where they will spend the month of February. Mr. Burns is conducting an experimental floral farm on his estate, and reports some satisfactory results with cassie and rose.

Minto L. Henderson, president of the Henderson Lithographing Co., Cincinnati, Ohio, has acquired complete control of the company through the purchase of the holdings in the company of the other members of the Henderson

family. Mr. Henderson bought the holdings of his brother, James G. Henderson, who was secretary and treasurer of the company, and the holdings of the late William D. Henderson, Jr., another brother, who died last September.

A meeting of the stockholders of the company was held in January, at which new officers and directors were elected. They were Minto L. Henderson, president; William J. Hunt, vicepresident; Frank F. Backus,



MINTO L. HENDERSON

second vice-president, and Bernard Ungar, secretary and treasurer. Minto L. Henderson, Jr., also was elected to the board.

This news merely means that the remarkable progress made by the company under Minto L. Henderson's presidency will go on with increasing satisfaction to the constantly growing clientele of users of the company's products. The addition of M. L. H., Jr., to the directorate will be viewed with interest by his father's friends, who will see in it further accession to the strength and continuity of the already staunch organization.

B. F. Adams, New York representative for the Filler Machine Co., Philadelphia, Pa., is recovering from a very severe attack of pneumonia at the Booth Memorial Hospital, New York City.

A. L. Drown, treasurer of R. Walton Smith & Co., Inc., 16 East 43rd street, New York City, was a recent visitor to our sanctum. He reports conditions in New England very good and considers the prospects for the coming year to be excellent. Mr. Drown represents the company in New England with headquarters at 173 Milk street, Boston, Mass.

Lloyd K. Neidlinger, son of G. H. Neidlinger, president of the Peerless Tube Co., Bloomfield, N. J., is in the West on a business trip in the interest of collapsible tubes. This trip will cover very nearly two months.

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Eastern e. Mr. or about ars. He The Valmont Mfg. Co. moved to new and larger quarters at 154 11th avenue, New York City, February 1. Over 50 per cent more space is afforded in the new location than in the old one at 35 York street, Brooklyn, and a total of 10,000 square feet on two floors has been made available for manufacturing purposes, as well as to provide for expansion. The quarters have been equipped with most modern machinery, and decorators are at work making the interior bright and airy so that it will be an attractive plant for workers.

The company, which combined with the Oxzyn Co., October 25, 1922, decided that better service could be rendered by consolidating the manufacturing plants and offices of the two companies at the same location. Already the manufacturing force has been increased and production has been enlarged 25 per cent.

"The Protecting Arm of the Navy" is the theme of the handsome Spirit of the Nation insert of the Rossville Co., Lawrenceburg, Indiana, which appears in this issue between advertising pages 52 and 53. The picture is of a camouflaged American destroyer on scout duty seeking enemy submarines and just sighting the periscopes of one that seems to be at a vantage point for an attack possibly on a larger warship or a merchant vessel.

In its monthly circular to the trade the Rossville Co. uses the famous battle scene "Remember the Alamo!" This recalls the splendid exhibition of the Spirit of the Nation as once exemplified by the heroic Texas rangers.

- J. L. Hopkins & Co. who have been located at 100 William street, New York City for many years, have moved to new and larger quarters at 135 William street.
- F. B. Redington Co., Chicago, Ill., call attention in their announcement on advertising page 70 to the labor saving features of their cartoning machines.
- H. S. Rubens, president and chairman of board of U. S. Industrial Alcohol Co., left for Cuba January 23. While on the Island, Mr. Rubens planned to make an inspection of the plants owned by subsidiary companies. U. S. Industrial Alcohol owns all of the stock of the Cuba Distilling Co. and 10 per cent of the stock of the Cuba Co. The latter company owns all of the common stock of the Cuba Railroad and controls the Compania Cubana, which produces approximately 800,000 bags of sugar annually.

Sherwood Petroleum Co., Inc., of Brooklyn, at the annual meeting on January 14 declared the fourth annual cash dividend of 8 per cent on the preferred stock and a 25 per cent. stock dividend on the common stock, payable to stock-holders of record January 4.

Scientific Specialties Co. are now located in new and larger quarters at 30 Irving Place, New York City, where their facilities for handling complete stocks of perfume vials, capping material, filling apparatus and perfumers' glassware have been tripled.

The new quarters are on the fifth floor of the building which occupies a corner site with entrances at 30 Irving Place and 124 East 16th street. The telephone number is Stuyvesant 1144.

Charles V. Sparhawk, head of the Charles V. Sparhawk Corp., 278 Pearl street, New York City, gave a most interesting lecture on the distillation of American essential oils at Columbia University, February 7. Mr. Sparhawk was introduced by Professor Marston T. Bogert.

The lecture was illustrated with photographs taken by Mr. Sparhawk, and showed what is being done by his firm in the cultivation of plants for the distillation of essential oils in various parts of the United States. All of the important steps, from the planting of the seed to the packing of the finished oil were given in many instances. Among the oils discussed by Mr. Sparhawk were: Dill, coriander, cedar leaf, witch hazel, wintergreen, sassafras, wormseed, etc.

Among the interesting points brought out were that there are few cedar leaf trees distilled in the United States below Syracuse, N. Y., and that 75 per cent of all cloves imported here are used by the essential oil trade.

B. Kronish & Bro. (Bee Dee Kay Laboratories) report most satisfactory business for the month, due in great measure to the growth of the organization, which, besides the New York City laboratories and showroom at 35 East 10th street, now includes the following branch offices: George M. Cawthorne, 65 Broad street, Boston, Mass.; Herman M. Hartman, 1311 G street, N. W., Washington, D. C.; Gustav Hilman, 101 South Wells street, Chicago; Byrne & Heiner, 706 Star Building, St. Louis; J. C. McReynolds, Southern representative. Maurice E. Marks, 358 Fifth avenue, New York City, is advertising counsel to the firm.

The company announce their chameleon lipsticks, a variety of the colorless stick popular at present, that takes on the color of the lips to which it is applied. This new stick is said to be a special formula devised by David Kronish, the firm's chief chemist, and is claimed to be harmless, greaseless and spotless.

Morris Kronish has just returned from a trip to Philadelphia, Baltimore and Washington, having spent some time working with the firm's representative in Washington, Herman M. Hartman. He reports unusually good sales of hand-painted vanities, lipsticks and eyebrow pencils. Considerable business has been booked on the firm's new line of pivot mirror vanities.

F. L. Gaudreaux, manager of the New York soap bureau of Swift & Co., recently visited Chicago headquarters.

A fire which started soon after midnight on January 25 for an hour or two menaced the heart of the New York City essential oil district, but the wet weather and wonderfully good work by the fire department kept the flames from spreading. The lower part of Manhattan was covered with thick, black, pungent and suffocating smoke and gas masks were used by the firemen. The interior of the building of the Hans Hinrichs Chemical Corporation at 30 Cliff street was completely destroyed, with a loss of \$25,000, covered by insurance. The cause has not yet been ascertained.

Arthur A. Stilwell & Co., essential oils, 28 Cliff street, suffered a damage of \$2,000 to oils stored in the basement. Stocks of essential oils belonging to Magnus, Maybee & Reynard, 257 Pearl street, were damaged. There were other losses in near-by buildings due largely to water and other preventive methods used by the firemen in getting quick control of a very bad fire.

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liff street, covered ained. liff street, basement. Maybee & water and in getting Due to increased business the Majestic Metal Specialties Co. are moving their two factories and also the newly acquired plant of the Exclusive Metal Products Co. to 342 West 14th street and 827 Hudson street, New York City, where they will occupy about 30,000 square feet in the Newton Building. The available space will be four times that now used by the company, and a considerable amount of machinery and equipment has been added so as to make the manufacturing facilities complete.

The officers of the company are: Nathan Kasdan, president; Joseph Greenberg, secretary and treasurer; Donald Sobol, advertising manager; and Daniel Pollack, factory manager. The company announces that it has entered into large new contracts with two of the most prominent perfumers in the country.

The American Can Co. figured prominently in the seventeenth annual convention of the National Canners' Association, held in Buffalo, N. Y., January 21-26. On two occasions H. W. Phelps, president of the company, delivered

happy addresses to the members. He said in part:

"I believe the thing for us to do is to help that rainbow spread; by optimism, by courage, by industry, by frugality, by saving; to use the influences that we have in a proper way to bring about a dissolution of those clouds and to spread the sunshine that gives life and health and happiness on all horizons. May that be the endeavor and the achievement of the canners and their allied industries and friends during the



H. W. PHELPS

The outstanding social feature was the big theater party, at which the canners were the guests of the American Can Co. Two of the best shows in town, "The Magic Ring" and "Greenwich Village Follies," were selected and Mr. Phelps made all welcome to the company's hospitality. The party was very much enjoyed.

George W. Cobb, the genial vice-president and general manager of sales, greeted old friends and made many new ones at the American Can's booth in Machinery Hall.

The American Can Co. reports for 1923 a net income of \$10,983,093, equal to \$19.63 a share on the \$41,233,300 common stock outstanding, after deducting depreciation, Federal taxes, etc., and providing for the preferred dividends. This compares with a net income of \$10,433,349 or \$18.30 a share on the same amount of common stock outstanding in the year previous.

Colgate Clock for January contains a batch of items of news of interest outside of the Colgate circle:

Richard Morse Colgate arrived November 19 at the home of Mr. and Mrs. Henry A. Colgate. This lusty scion of the house is named for his late grandfather, former president of the firm. There were numerous congratulations.

Gilbert Colgate, Jr., son of the present president of the company, was operated on recently for appendicitis, but recovered quickly and was back at work soon.

Harry W. Roscoe, son of James M. Roscue, also had to

endure an appendicitis operation, which was successful, although the recovery was not as rapid as desired.

Babygrams and grandads are frequent sources of interest. There are four members of the Grand Dad Club: Walter T. Hathaway, David M. Pomfret, James H. Kennedy and L. McDavit. Mr. McDavit now wins his second star, on a new arrival at the home of Mr. and Mrs. Milton B. Bauman.

Colgate's Radio Brotherhood is of more than passing moment, particularly to the brothers—and sisters.

In social interest the great Colgate establishment affords a panorama of life in a fairly large city. The records of births, marriages and deaths, the personals and the sporting pages in *Clock* would do credit to a city newspaper. Full of news, well edited and teeming with brightness it is a house journal conspicuous in its sphere.

S. Bayard Colgate, of Colgate & Co., has written a remarkably interesting account of his explorations in Mon-



S. B. COLGATE MOTORING IN CENTRAL ASIA

golia and the illustration herewith shows him in front of his automobile in one of the "better roads" near civilization in Central Asia. Mr. Colgate was a member of the Third Asiatic Expedition sent out by the American Museum of Natural History and Asia magazine. Readers of recent current and scientific literature know all about the wonderful results of the five months of exploration in the deserts and wildernesses of Central Asia, but Mr. Colgate's narrative was written for his own immediate friends and deals largely with the transportation problem, for which he was responsible. Having failed to qualify as a scientist, R. C. Andrews, leader of the expedition, put him in charge of the transportation end. With real Colgate enthusiasm S. B. Colgate supplemented his knowledge of motor cars by going through the whole process of actually building Dodge cars and Fulton trucks in the factory, five of these motors having been selected to form the caravan to traverse the Asia wastes, hills, rocks and bogs. Mr. Colgate qualified as an expert mechanician in every respect and his thoroughness stood him well in the actual exploration transport work, for his chauffeurs and aids were Chinese who understood no English and an interpreter was not continually available. As Mr. Colgate said modestly: "They could not understand me; I could not understand them. So by signs and motions I got them to do some simple things. It seemed easier for me to learn the Chinese names for motor parts than for me to teach them English, so I soon knew enough Chinese for my transportation and food end and might have learned more Chinese if necessary." So it is with the entire narrative. Simply a plain story of unusual and extremely trying motor experiences outside of civilization with a successful ending. There is not a word to indicate elation at the successful conduct of a motor caravan under the most difficult conditions possible, which would have baffled many motor experts. A broken steering gear on the desert, other mishaps, and accidents, were just in the ordinary run. All of the cars got through and in the five months only forty hours of time was lost on repairs. As one interested reader of the narrative remarked: "Just Colgate efficiency exemplified, without assuming any credit for it."

Friday, February 8, will linger long in the memories of the men of the Colgate Purchasing Department, for on that evening the bowler and all the near bowlers connected with that department held their first annual banquet and theater party. Everybody had a wonderful time and Eddie Ruthenbeck, the recipient of the "prize" of the evening—a ribbon bedecked affair of large proportions and engrossed "Foul Line Champion 1923-1924"—accepted it with surprising modesty and a broad grin.

At five o'clock, there was a hasty exodus from the office in the direction of the Hotel Belmont and reported in appetite formation at the Canadian Club, whose beautiful home is located in that hostelry, where all were welcomed as Walter T. Hathaway's guests. After an inspection of the club's quarters, all charged en masse into the private room designated as the scene of a little playlet, entitled "The Departure of Hunger," by U. Bet Eropenyervest.

Mrs. Hathaway honored the occasion by her presence and everybody was delighted to welcome her as the guest of the evening. Ed. Trabold, as the only "bowler" present, presided by right of prowess and as president of the club. After a bountiful meal (it was remarkable how little noise accompanied the disappearance of the soup), the banqueters leaned back in their seats with mingled grunts of fullness and satisfaction. Jokes, banter, good natured raillery, and laughter were then in order, and there wasn't a flat minute. Each diner read a poem pertinent to his own funny points and weaknesses. Eddie Ruthenbeck was so moved by the award of his medal that he retaliated with a barrage of poetry. Mr. Hathaway entertained with some witty Scotch stories, and even took the bunch into his confidence and divulged the fact that he had conscientiously recorded most of the good jokes he had heard from time to time in a note book which he kept for that purpose. He also confided that he kept his bowling scores in the back of that book, and consternation prevailed when some one cruelly inquired if they were jokes also.

As all had theater tickets in their pockets, it was necessary to call a halt to the festivities and start for the Imperial Theater. Dave Pickering and Steve Stephenson accepted the responsibility for singling out the show. Mary Hay and Hal Skelly in "Mary Jane McKane" proved delightful—radiating good wholesome fun and laughter from start to finish. Everyone was delighted with it. Mr. Ward laughed so hard he almost fell over the balcony rail; Harry Roscoe forgot he had lately lost his appendix; and Mr. Holt forgot all about his funny bowling scores at the humor of it all.

Fire recently damaged the Johnstown Barbers' Supply Co. establishment, C. Catroneo, manager, Johnstown, Pa.

Herman I. Goldman and Theodore Schwartzman, of the Herman Chemical Co., Brooklyn, N. Y., were among six defendants arraigned in Manhattan on February 11 on indictments alleging conspiracy and bribery of a prohibition agent. They entered tentative pleas of not guilty before Federal Judge Augustus N. Hand. On motion of Assistant United States District Attorney Maxwell S. Mattuck they were held in \$15,000 bail each for subsequent final pleading. Leo Zacharoff, treasurer of the Alcohol Warehouse Corporation, New York, and the others were held similarly. The accused were arrested in the Pennsylvania Hotel last October in connection with an alleged \$800,000 beer bribery plot. The particular charge against the Herman Chemical men grew out of the seizure of 50 barrels of alcohol and an alleged offer of \$2,500 to a prohibition agent to have the proceedings dismissed.

The trial of Joseph W. Boyd, charged with the promotion and sale of worthless "saponaceous clay" deposits, ended in Phoenix, Ariz., December 15, when he changed his plea to guilty and was sentenced to two and one-half years in Leavenworth penitentiary and fined \$1,000 on each of the five counts. Boyd's operations extended through Michigan, Texas, Colorado, Oregon, California, Kentucky, Arizona and Washington, D. C. More than 30 witnesses testified to losses amounting to more than \$60,000.

Boyd's former home was in Chicago. His trial brought out details of his promotion of the "Natural Soap Company of America" which was incorporated in Arizona in 1919. The sale of the worthless stock began at once. Boyd inveigled his investors by stories of his "saponaceous clay" deposits near Prescott, Ariz., which, he said, was used in the manufacture of a high brand of soap. The Mohammedans of India contracted with him for \$1,000,000 worth of the soap, he declared to his victims, because it contained no animal fat.

Spurious Djer Kiss, Coty and Houbigant perfumes have been sold recently to the retail drug trade in Chicago, according to Walter L. Filmer, secretary of the Chicago Perfumery, Soap & Extract Association. Mr. Filmer offers to aid the Perfumery Importers' Association in the way of information or otherwise. While only foreign firms are now affected, the Chicago association takes the position that it ought to do all in its power to kill off impostors, for there is no telling when the culprits may start to counterfeit well known brands of American perfumeries.

Kranich & Specification Soap Co., successor to the Kranich Chemical Co., is now located at 54-60 Richard street, Brooklyn, N. Y. Telephone: Henry 2800.

Boston Post reports the visit of burglars to the summer mansion of Harry Burnett at Southboro and the disappearance of \$5,000 worth of rare wines and champagne of pre-Volstead vintage from the cellar. Mr. Burnett, who is an officer of the Burnett Extract Co., South Boston, and his family were at their winter home in Boston.

Victor Metal Products Corporation, Brooklyn, N. Y., at a recent meeting of the board of directors, declared a cash dividend of 6 per cent. on the capital stock issued. It was announced also that the earnings of the corporation for the year 1923 amounted to 12 per cent.



FITCH'S BATTERY OF SALESMEN, WHO CLAIM TO KNOW MORE BARBERS THAN ANY OTHER GROUP IN THE COUNTRY

This illustration shows the enterprising corps of salesmen of the F. W. Fitch Co., toilet goods and barbers' supplies, Des Moines, Iowa, with Mr. Fitch in their midst, on their recent Yuletide reunion at the Savery Hotel in that city. Top row (left to right): L. Worland, Frank Jackson, Julius Baar, Earl T. Smith, C. E. Scott, E. E. Swatelle, W. A. Ansel, W. E. Battenfield, P. E. Coffee, Karl Burris, William Doolittle and C. T. Cahoon.

Lower row: Charles Ellis, E. M. O'Donnell, W. W. Cole, P. A. Sweigard, George E. Davis, Charles Bartelme, A. E. Holloman, F. W. Fitch, J. J. Kirby, Fred Mountford, O. A. Schwanke, Mario Sergi, and R. J. Kahler.

F. W. Fitch, president of the company, presided at the sessions and George E. Davis, vice-president and chief chemist, also took a prominent part in the deliberations. The convention ended with an enjoyable banquet.

Orsonova, Inc., was incorporated January 8 in New York to act as agent in North and South America for Janet Moore of London, and other foreign accounts. The company will import its products in bulk and will pack them in American made containers. The incorporators are Orson Kilborn, president; Esther McAuliffe, secretary and treasurer, and Alfred Beekman, Louis A. Lehmaier, and Americus J. Leonard, directors. Elliot W. J. Collins, formerly of London, who was assistant general manager for V. Vivaudou, Inc., is also a director and will act as general manager. New sales offices will be located at 542 Fifth avenue, New York City, and the plant will be in Long Island City. Later, subsidiary companies will be formed in Canada, Mexico, Cuba, Argentina and Brazil.

Mr. Kilborn, son of the late Horace M Kilborn, senior vice president of the National City Bank, graduated from Columbia University in 1910. For the last twelve years he has been in the investment securities business and was a member of a New York Stock Exchange firm. He has given up directorates in other companies in which he has been interested, and will devote his entire time to Orsonova, Inc., which will later act as a clearing house for several new foreign preparations from England, France and Austria. The company will also handle articles of personal hygiene and all accessories pertaining to the perfume and cosmetic industry.

Janet Moore, whose products are to be introduced by the company, has had an interesting career. Eleven years ago, according to Mr. Kilborn, she started in business with a capital of fifteen shillings (\$3.75), making her Herbal Skin Food in a wash basin in her home. Six jars were made, which were given as prizes at a bridge party. The new preparation made an instant appeal, and from this humble beginning her present large business was built up. It is stated that practically all of the department stores, women's clubs, etc., in the United Kingdom are supplied with Janet Moore's preparations, which are thirty-one in number.

Le Marcelino Co., 104 Fifth avenue, New York City, announces that it has just completed the installation of a considerable amount of new equipment in its factory at 211 West 18th street, which, we are told, will enable the company to double its former output.

L. R. Rose Beauty Products Corp., New Haven, Conn., has been wound up by Carleton E. Hoadley, referee in bankruptcy, who advises us under date of February 8 that the entire assets sold for \$125. There will be no dividend for general creditors. At the time of the bankruptcy, last October, the liabilities were given as \$3,826 and the assets were claimed to be worth \$1,027. Thomas C. Sullivan, as trustee, made the sale of the Rose concern's stock, etc., to a Mr. Goldman and he is understood to have sold it later to N. A. Kaletzky, who conducts the Refillable Puff & Novelty Co., New Haven, Conn. The sale is reported to have included equipment, patents, trade marks, etc.

Assets of the Kazbek Co., 103 Greene street. Jersey City, N. J., manufacturers of toilet preparations, were sold January 15 to B. F. Reinauer and R. L. Whipple by J. Stanley Griffin and H. S. Dudley, receivers.

The sale included a large stock of finished products, machinery and other assets. The consideration was not mentioned. The purchasers have not announced their plans.

Some business troubles reported since our last issue:

Beauty Preparations, Inc., 500 Fifth avenue, New York, was put in involuntary bankruptcy on complaint of W. J. Kupper for \$189; G. U. Henschey, \$3,098; William N. Hechheimer, \$1,200. Arthur E. Lott was appointed receiver under \$10,000 bond, by Judge Goddard. Liabilities, about \$65,000; assets, about \$50,000.

Jules Ferond Co., Inc., distributors of hair tonic, 126 West 23d street, New York, was put in involuntary bank-ruptcy by L. J. Mazotas, proprietor of the Chauvelot Press, for \$278; George W. Mercer & Son, \$289; Jules Ferond, \$3,400. Irwin Kurtz appointed receiver under \$1,500 bond, by Judge Goddard. Liabilities about \$33,000, assets about \$2,500.

Fowler Bottling Machine Co., 124-132 White street, New York, was put in bankruptcy by August F. Zwoobda for \$519; William M. Fowler, \$1,997; Gertrude F. Muller, \$488. Liabilities, about \$7,000; assets, about \$4,000. Appleton L. Clark appointed receiver under \$1,000 bonds by Judge Winslow.

William J. Dodge, grease manufacturer, Beverly, Mass., has filed a bankruptcy petition alleging \$33,906 liabilities, and \$23,259.81 assets.

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NEW INCORPORATIONS

Garry & Co., Manhattan Borough, New York City, make toilet preparations, 150 shares common stock, no par value, has been incorporated by G. S. Dewis, E. H. Cadden; attorney, O. S. Garry, 5 Columbus Circle.

Onamer Corp., Manhattan Borough, New York City, make cosmetics, \$50,000 preferred stock, has been incorporated by M. Singer, E. Greenfield, S. Streil; attorneys, Eppstein & Axman, 175 Fifth avenue.

Velvet Soap Products, Inc., Camden, N. J., soaps and washing powders, \$50,000 capital stock, has been incorporated by William J. Van Meter, Charles L. Fossen and John J. Garvin. Representative, Charles A. Cogan, 505 Federal street, Camden.

Marion Davies, Inc., Manhattan Borough, New York City, toilet articles, 100 shares common stock, no par value, has been incorporated by M. L. Elkin, M. Salit, A. Eichel; attorney, N. Burkan, 1451 Broadway.

Femigloria Laboratories, New York, manufacture toilet articles, \$500,000 capital stock, has been incorporated in Delaware by Cornelius A. Cole, of Hackensack, N. J., and others; Registrar & Transfer Co.

Fontanis, Manhattan Borough, New York City, make perfumery, etc., 500 shares preferred stock, \$100 each; 500 common, no par value, has been incorporated by R. M. Clearwater, A. W. Van Ness, E. A. Thomas; attorney, J. C. Snyder, 256 Broadway.

NEW PRICE LISTS, PUBLICATIONS, ETC.

MORANA INCORPORATED, 118 East 27th street, New York, has issued a new February price list of raw materials for perfumes, soaps and flavoring extracts. A view of the American works of the company at Elizabeth, N. J., ornaments the title page. Besides the Morana specialties there are listed the products of Bruno Court, S. A., Grasse, France; P. Robertet & Cie, Grasse; Salv. Di Dco. Rognetta, Reggio-Calabria, Italy; and Christo Christoff, Kazanlik, Bulgaria. Description is given of a new natural rose flower product, the result of combining the methods in vogue in Bulgaria and in the South of France. "The New Note in Perfumery" forms an interesting chapter, as also does a suggestion on eliminating uncertainty in the use of vanilla flavors. Glassware of Distinction is the subject of attention. This is one of the most complete catalogues yet issued by Morana and the firm adds to its attractiveness by an offer to send samples promptly on request.

George Lueders & Co., 427-429 Washington street, New York City—We have received the February price list of essential oils and other perfumers' raw materials, including the synthetics and fine chemicals manufactured by L. Givaudan & Co., Vernier, Geneva, Switzerland, for whom Lueders & Co. are the sole agents in the United States and Canada. Vanilla beans, olive oil, natural and imitation essences for flavoring, colors for food and soaps and sundries are quoted. The Market Reports are full and comprehensive, covering oils cassia, clove, geranium, rose, lavender and patchouly, Messina essences, musk, vanilla beans and olive oil. These reports have met with considerable favor in the trade and have formed an interesting feature of the Lueders price lists for a considerable time.

Morel & Co., Grasse, France (Lautier Fils, 47 Cliff street, New York, American representatives), have favored us with their latest price list of Morel creations in perfume synthetics, etc., as well as essence for soaps. It is printed (Continued on Page 650)

BOOK REVIEWS

Federal and State Laws Relating to the Manufacture and Sale of Food, Drugs, Insecticides, Etc. Compiled and published by the Standard Remedies Publishing Co., Inc., Washington, D. C., and Chicago, Ill.; 883 pages; January, 1924; price, \$5.

This is one of the best arranged, most easily consulted compendiums of this nature that has yet been published. It not only has an adequate index, but it runs along with black face type for subdivisions and on the running top lines of every page in a way that often will obviate the need of consulting the index. It is a model of sequence and effective arrangement of national and state laws, which are all included up to January 1, 1924.

Of Federal laws the Food and Drugs Act and regulations of course are given, as well as the Volstead Act and all other Federal laws relating to alcohol, the Federal Trade Commission Law and others of interest to our readers. State laws are reported in relation to the manufacture and sale of food, drugs, medicines, narcotics, insecticides, etc. The Canada Food and Drugs Acts also are printed. There is a chapter on State trade mark laws and in the regular run attention is given to the use of flags for advertising purposes, etc. It is not only a useful volume, but is timely and up to date.

"EINFACHE UND FRAKTIONIERTE DESTILLATION IN THEORIE UND PRAXIS" (Simple and Fractional Distillation in Theory and Practice), by Prof. Dr. C. v. Rechenberg. Published by Schimmel & Co., Miltitz, near Leipzig; sold by L. Stackmann, Leipzig. November, 1923. Price, paper, 17 gold marks; half linen, 18 gold marks.

The present work belongs in the field of applied physical chemistry. It is doubtless owing to the comparative youth of this branch of science that no other book of similar scope on the subject of distillation is available either in Germany of elsewhere. A knowledge of the theoretical foundations, such as, for example, the laws of vapor pressure, which are necessary for the construction as well as operation of distilling apparatus, is still far from being part of the usual equipment of technical workers. Apparatus of the kind frequently required can seldom be found already designed, and the appearance of a special work of this nature is therefore likely to prove extremely useful to the industry.

The chemist is aware that distillation is, by its very nature, a process of purification and refinement which plays an important part in the preparation of innumerable chemical products, especially the more costly ones. Naturally, therefore, it is the essential oil industry which has been the birthplace of the art of distillation, and which has furnished the starting point for the present volume. In particular, the chapters on steam distillation and on vacuum distillation are the result of the author's many years of successful practical experience in this industry. All the other chemical industries sometimes face the same problems, and can therefore profit by the information embodied in this work.

Finally, the scientific worker and the student will benefit by consulting it, even if only with regard to the construction of laboratory distilling apparatus, which is considered in a special chapter characterized by devoted care and critical judgment.

The book contains about 800 pages, and is divided into three main parts, with 134 illustrations and 85 tables. The (Continued on Page 650)

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IN MEMORIAM FOR DEPARTED FRIENDS

Baskerville, Prof. Charles, New York, February, 1922.
Beach, James, head of the old National Soap Manufacturers' Association, Dubuque, Iowa, February, 1918.

BOOTH, Mrs. Annie Estelle Maphet, wife of Clarence F. Booth, of the Larkin Co., Buffalo, February, 1923.

FAIRCHILD, HENRY C., founder of Fairchild & Shelton, soap manufacturers, Bridgeport, Conn., February, 1917:

Fels, Joseph, soap manufacturer and single tax advocate, Philadelphia, Pa., February, 1914.

Fox, Maurice, the original shipper of vanilla beans from Guadeloupe, February, 1919.

HARRIS, FRANK E., founder of the Harris Extract Co., Binghamton, N. Y., February, 1912.

HESS, CHARLES D., Hess Co., perfumers, Rochester, N. Y., February, 1908.

HOOD, CHARLES I., Lowell, Mass., February, 1922.

Kahle, John Wesley, president Crescent Mfg. Co., Seattle, Wash., February, 1918.

KIRKMAN, ALEXANDER S., Kirkman & Son, soap manufacturers, Brooklyn, N. Y., February, 1912.

Marshall, Herman Augustin, soap manufacturer, Clinton, Mass., February, 1910.

PROCTOR, J. K., long time president of the Philadelphia Textile Machinery Co., February, 1920.

PYLE, JAMES, founder of the Pyle Pearline Co., Shady-

side-on-Hudson, N. Y., February, 1912. Sévène, Henri, managing director Société Chimiques des

Usines du Rhône, Paris, February, 1917. STALLMAN, ARTHUR CHARLES, president of Arthur Stall-

man & Co., New York City, February, 1923.

STEARNS, FREDERICK, of Frederick Stearns & Co., manufacturing chemists, Detroit, Mich., February, 1907.

WALTKE, WILLIAM, soap manufacturer, St. Louis, Mo., February, 1916.

Westen, EDWARD, president of the Edward Westen Tea & Spice Co., St. Louis, February, 1917.

WILLIAMS, WILLIAM C., long head of the Michigan Drug Co., Detroit, February, 1916.

Joseph H. Bell

Joseph H. Bell, president of the C. F. Booth Perfume Co., Norwich, N. Y., died February 4 at his home in that city after a brief illness. He was born in Norwich thirtynine years ago and was graduated from the University of Pennsylvania. Mr. Bell had been identified with the Booth company for nearly twenty years, having been president for six years. Mr. Bell was the son of the late Oscar Bell, one of the founders of the Norwich Pharmacal Co. His wife, Mrs. Jennie D. Bell; a daughter, Eleanor, and his mother and two sisters survive. Mr. Bell won hosts of friends by his many admirable qualities. He was an Elk and a Mason.

Richard Court Treatt

News has just been received in this country of the death of Richard Court Treatt at his home in Surrey, Eng., January 6. Mr. Treatt, who was 70 years old, had long been a leading figure in the essential oil trade of London and the Continent, having won many friends by his delightful personality and his diplomacy in business and civic affairs. He was a warm friend of the late Andrew Pears and many prominent perfumers. His wife, two sons and a daughter survive.

WALTER SCOTT WHEATON

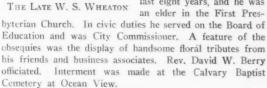
Walter Scott Wheaton, long prominent in glass manufacturing circles, died at his home in Millville, N. J., on January 22 at the age of 60 years, after an illness which had kept him from business for nearly a year. W. Scott Wheaton, as many friends called him, early in his life became associated with his brother, Dr. Theodore C. Wheaton, in the glass manufacturing business in North Millville. He was at the head of the New York office of the firm, and when in Millville had rooms at the old Doughty House. He later built a fine brick home at Millville Manor.

In the Autumn of 1903 he left the firm of his brother and organized the Millville Bottle Works and was very successful. The company for years operated one large furnace with long, continuous runs. For the last three or four years the company has operated two large furnaces,

and has many other departments in the glass manufacturing business.

Mr. Wheaton is survived by his widow, Mrs. Hannah Coleman Wheaton, and two children, Miss Sarah Wheaton and Howard Wheaton both now students in Millville High School, as well as his brothers, Howard C. Wheaton, of Philadelphia, and Dr. T. C. Wheaton.

Religious work had interested Mr. Wheaton for the last eight years, and he was an elder in the First Pres-



James M. Montgomery

James Moore Montgomery, vice-president and general manager of Richard Young Co., New York, died January 26 at his home, 1 West 72d street. The firm formerly was an associate member of the Manufacturing Perfumers' Association and Mr. Montgomery was chairman of the entertainment committee in 1909. His geniality, good nature and sterling business qualities made numerous friends.

Mr. Montgomery was born in Brooklyn on July 23, 1858. For the last thirty-eight years he was engaged in the leather manufacturing business. He was a member of the Union League, Hardware, Quogue Field and other clubs and of the New York State Chamber of Commerce. He was also a trustee of the Collegiate School of New York and director of the American Church in Paris and Berlin. Mr. Montgomery is survived by his widow, Florence E., his son, A. Moore Montgomery, and three brothers, Charles A., Archibald M. and John R. N. Montgomery. Many of his other relatives, including the Viscount and Viscountess Pirrie, are living in England.

Services were conducted at the West End Collegiate Church, West End avenue and 77th street, Manhattan. The interment was in Kensico.

Obituary Notes

David C. Mahony, formerly vice-president of Arthur A.



Stilwell & Co., essential oils, New York, died January 30 at his home in Astoria, L. I. His son and daughter survive. Many business friends attended the funeral February 2.

Charles G. Ballmer, secretary-treasurer of the Winnes Chemical Soap Co., Toledo, O., died in January, aged 68. His wife, son and daughter survive.

Paul D. Harrison, assistant sales manager for the Lever Brothers Co., Cambridge, Mass., died January 16, at his home, 36 Pine street, Belmont, Mass. He was 36 years old and was married.

Mrs. Howard B. French, wife of Howard B. French, of Samuel H. French & Co., Philadelphia, died January 3 at the age of seventy-five years.

NEW PRICE LISTS, PUBLICATIONS, ETC.

(Continued from Page 648)

both in French and English and gives the Morel telegraph code.

UNITED LABORATORIES, 15 South William street, New York City, send us their latest price list of aromatic chemicals, natural and synthetic flower oils and perfume bases. The company has a purchasing branch in Geneva, Switzerland. It includes on its New York staff consulting chemists who specialize in formulas for perfumes and toilet preparations for clients who desire something original in their offerings to the public. The price list of 40 pages includes an alcohol table and a long list of requisites for manufacturers.

"YEAR BOOK AND DIARY FOR 1924," published by the Perfumery & Essential Oil Record, London, Eng., is at hand. Among the contents, besides calendars, diary blank pages, etc., chapters are devoted to applications of essential oils, synthetic and allied products; guide to essentials in perfume formulæ; comparative solubilities in isopropyl and ethyl alcohols; constituents of essential oils and artificial products; crop dates, yields, constant normals and characters of terpeneless oils.

MEXICAN CHAMBER OF COMMERCE IN THE U. S., Woolworth Building, New York City, has issued Vol. I, No. 1, of Greater Mexico, successor to the Mexican Trade News. Jose Miguel Hejarano is the editor. It is well printed and promises to serve a useful trade purpose.

"JOURNAL OF CHEMICAL EDUCATION," Easton, Pa., Vol. 1, No. 1, is at hand. It is a monthly journal devoted to the interests of chemistry teachers. Neil R. Gordon is editorin-chief, asisted by an able corps of department and contributing editors. Subscription, \$2 a year.

"Bulletin des Matières Grasses" (Bulletin of Fats and Oils) of the Colonial Institute of Marseilles, 1923, Nos. 8, 9, 10.—The latest numbers at hand of this monthly publication dealing with the cultivation, trade and statistics of oil-bearing plants of the French colonies contain articles on the following topics: The oil palm in Malaysia; Grape seed oil; Karité butter from the Gold Coast; Importation of soap-making oils into Egypt; Expenditures by the French Oil Consortium; Improvement of Peanuts in Senegal; Statistics of Purchases of Vegetable Oils in French West Africa by the French Food Administration during the war; Statistics on the latest oil crops in West Africa. The longest of these papers is that on peanuts in Senegal, which deals mainly with measures taken by the administration for the amelioration of undesirable trade practices.

CLARENCE MORGAN & Co., 355 West Ontario street, Chicago, have issued their usual monthly price list for February.

BOOK REVIEWS

(Continued from Page 648)

first part treats of the evaporation of homogeneous substances, and includes an extensive series of tables on boiling points and vapor tension at different temperatures or pressures.

From the second section the following chapter headings may be noted: Steam Distillation, Water Distillation in the Laboratory, Purity of Steam in Steam Distillation, Fractionating Effects in Steam Distillation, Steam Distillation at Reduced and Increased Pressures, Distillation with Superheated Steam, Distillation of Binary Mixtures of Liquids of Limited Mutual Solubility, of Mixtures with a Minimum Boiling Point, with an Indefinite Boiling Point and with a Maximum Boiling Point; the Evaporation of Ternary Liquid Mixtures.

The third part deals with practical processes in the factory and the laboratory. It treats exhaustively the methods and apparatus used in the distillation of essential oils, as well as of other industrial products, such as lignite tar, coal tar and petroleum. Furthermore, there is a chapter on the theory of rectification and dephlegmation, and others on the development and comparative value of the chief types of fractionating columns used in industry and in the laboratory. A treatment of the subjects of condensers for vacuum distillation, of electric heating, and of regulators for air pumps, and an alphabetic index, complete the work.

AMERICAN MANUFACTURERS OF TOILET ARTICLES, ANNUAL DIRECTORY, 1924; octavo 5½ x 8½ in.; flexible leather maroon covers; Rose & Spanjer, Inc., Newark, N. J.

The first number of the Annual Directory of the American Manufacturers of Toilet Articles is an attractive volume of about 500 pages. Officers of the Association are given, together with their photographs, and standing committees also are listed. In addition there is a complete list of the active and associate members of the Association and also of former officers from 1894 to the present. The Constitution and By-Laws of the Association are included, as well as the text of the Tariff Act of 1922 insofar as it affects toilet goods, soaps, aromatics and fine chemicals, pharmacentical products, drugs, essential oils, fatty oils and allied products. Statistics are given on the production and exports of perfumery, cosmetics, and soap. There are useful tables to aid the perfumer, together with a list of complete and specially denatured alcohol formulæ. The greater part of the book is a daily diary. It is not an official Association publication, but is distributed gratis by the publishers.

Annuaire Répertoire des Industries de la Parfumerie et de la Savonnerie, 1924, Revue des Marques de la Parfumerie et de la Savonnerie; 43 Avenue Gambetta, Paris; price 30 francs.

This annual review and trade list of the perfume and soap industries of France and much of the world outside of the European continent is a large sized volume and makes an interesting compendium. Numerous well printed announcements form a feature and there is a diary. The book contains an extensive list of makers of perfumery and soaps, covering many countries using various languages. The difficulties of compiling an accurate list of this nature are obvious, but it might be improved typographically by using larger type for principal divisions than for cities in those states, or provinces.

FEBRUARY, 1924

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NOTE TO READERS

This department is conducted under the general supervision of a very competent patent and trade-mark attorney. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Per-fumes, Soap, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under the Act of February 20, 1905, and which have been passed to publication.

Inventions Patented are designated by the letter "P. Designs Patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, labels, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPT. Perfumer Pub. Co. 14 Cliff St., New York

TRADE-MARK REGISTRATIONS APPLIED FOR

(Act of Feb. 20, 1905). 130,633.—A. Engelhard & Sons Company, Louisville, Ky. (Filed Apr. 5, 1920. Used since Mar. 1, 1902.)—Extracts for

Phavoring Purposes.

145,378.—W. Wm. Winberg, doing business as Sano Pharmacal Co., Wilmette, Ill. (Filed Mar. 28, 1921. Used

since 1889.)—Skin Beautifier, for Surface Application to

Cover Tan, Freckles and Blemishes of the Skin. 149,431.—Frederick Stearns & Company, Detroit, Mich. (Filed Dec. 8, 1923. Used since Nov. 9, 1923.)—Perfume,

Toilet Water and Face Powder.

152,018.—The Luzanne Company, Phoenix, Ariz., and Los Angeles, Calif. (Filed Aug. 22, 1921. Used since Feb. 9, 1921.)—Facial Cream.

160,111.—Crofts & Reed Co., Chicago, Ill. (Filed Mar. 3, 22. Used since May 13, 1922.)—Toilet Soap. 164,632.—Crofts & Reed Co., Chicago, Ill., (Filed May 29,

Used since May 30, 1922.) - Toilet Soap.

166,402.—The Owl Drug Company, San Francisco, Calif. (Filed July 1, 1922. Used since 1900.)—Soap, Ivory Polish, Glove Cleaner, a Liquid Cleaning Preparation for Use on Textile Fabrics, Fuller's Earth for Detergent Purposes, Whiting, Powdered Pumice Stone, Spanish Bark in the Viture of Scan for Cleaning Textiles. Textile Cleaning

Whiting, Powdered Pumice Stone, Spanish Bark in the Nature of a Soap for Cleaning Textiles, a Textile-Cleaning Preparation in the Nature of a Soap, and a Floor Cleaning or Sweeping Compound in Powder Form.

168,369.—Anny Landin, doing business as the Virozol Co., New York, N. Y. (Filed Aug. 17, 1922. Used since 1918.)—Toilet Pperaparations — Namely, Face Bath, Hair Tonic, Almond Cream, Eye Tonic, Hand Cream, and Face Powder.

168,433.—Irving L. Schafran, doing business as Boutay Co., New York, N. Y. (Filed Aug. 18, 1922. Used since May 23, 1922.)—Perfumes.

169,175.—Miracles Sales Co., Los Angeles, Calif. (Filed Sept. 7, 1922. Used since Aug. 21, 1922.)—Soap.

169,553.—Mabella Laboratory, Chicago, Ill. (Filed Sept. 16, 1922. Under ten-year proviso. Used since Jan. 1, 1895.)— Cream for Removing Freckles, Tan and All Discolorations of the Skin.

169,830.—Special Chemicals Company, Highland Park, Ill. (Filed Sept. 22, 1922, Used since Aug. 21, 1922.)—Tooth

170,854.—Ralph R. Zane, doing business as The Zane Drug Co., South Pasadena, Calif. (Filed Oct. 17, 1922. Used since Aug. 1, 1922.)—Toilet and Medicinal Preparations—Namely, Face Cream, Dental Cream, and Milk of Magnesia.

172,851.—United Wholesale Grocery Co., Philadelphia, Pa. (Filed Dec. 2, 1922. Used since Apr. 20, 1920.)—Flavoring Extracts for Foods.

173,777.—Ora D. McClintock, doing business as Doris Curler Company, Chicago, Ill. (Filed Dec. 23, 1922. Used since Jan. 8, 1922.)—Hair Lotion,

-Minyunet Corporation, New York, N. Y. Jan. 2, 1923. Used since Dec. 20, 1922.) - Cosmetic Prepara--Namely, Perfume, Face Mud, Face Cream, and Hair

176,711.—Joaquin Ramos De Anaya, Jr., New York, N. Y. (Filed Feb. 28, 1923. Used since Feb. 1, 1923.)—Liquid Preparation for Scalp Treatment. 179,761.—Ernest A. Wollitz, Oakland, Calif. (Filed Apr. 26, 1923. Used since Apr. 3, 1923.)—Therapeutic Bath Com-

-Cabama Company, Huntsville, Ala. (Filed May 181,386.—Andrew J. Czarniecki, Plymouth Wash. 181,386.—Andrew J. Czarniecki, Plymouth, Pa. (Filed May 31, 1923. Used since Feb. 16, 1923.)—Soap. 181,954.—Adolf D. Lindemann & Son, New York, N. Y.

Used since Oct, 13. 1918.) - Perfume, (Filed June 13, 1923. Toilet Water, Sachet, Cold Cream, Greaseless Cream, Almond Cream, Face Powder, Rouge, Lip Stick, Deodorant, Hair Tonic, Talcum Powder, Eyebrow Pencil, Brilliantine, Tooth Paste, and Liquid Nail Polish.

183,894.—Carrie E. Thompson, Memphis, Tenn. (Filed July 31, 1923. Used since 1915.)—Hair Grower and Hair-Pressing Oil.

183,918, 183,920.-Guy T. Gibson, Incorporated, New York, N. Y. (Filed Aug. 1, 1923. Used since July 1, 1923.)— Toilet Lotions; Face, Talcum, and Sachet Powders; Face Creams, Toilet Waters. Sachets, Rouges, Eyebrow Pencils, Face Rouge, and Lip Rouge, Perfumes, Depilatories, Aro-Vinaigres, and Liquid Powder.

183,921.-Guy T. Gibson, Incorporated, New York, N. Y. (Filed Aug. 1, 1923. Used since July 1, 1921.)—Toilet Lotions; Face, Talcum, and Sachet Powders; Face Creams, Toilet Waters, Sachets, Rouges, and Eyebrow Pencils, Face Rouge, and Lip Rouge, Perfumes, Depilatories, Aromatic

Rouge, and Lip Rouge, Pertumes, Depilatories, Aromatic Vinaigres, and Liquid Face Powders. 184,030.—Richard Hudnut, New York, N. Y. (Filed Aug. 3, 1923. Used since Jan. 1, 1916.)—Tooth Paste. 184,178.—O San Company, St. Louis, Mo. (Filed Aug. 7, 1923. Used since Oct. 15, 1917.)—Toilet Preparations — Namely, Cold Cream, Peroxide Cream, Rouge, Dentifrice, Face Cream, Pomades, Perfumes, Toilet Waters, and Hair Tenries Tonics

184,420.—L. T. Piver, Inc., Wilmington, Del., and New York, N. Y. (Filed Aug. 13, 1923. Under ten-year proviso. Used since 1880.) — Perfume, Extracts, Toilet Water, Used since 1880.) - Perfume, Ext Lotions, Hair Tonic, Face Powder, Rouges, Bath Salts, Cold Cream, Talcum Powder, and Sachet.

184,555.—Manford Pharmacal Co., St. Louis, Mo. (Filed Aug. 16, 1923. Used since Aug. 1, 1920.)—Perfumes, Cold Vanishing Creams, Massage Creams, Toilet Water, Talcum Powder, Face Powder, Lip Stick, and Rouge.

184,962.—Delight Manufacturing Company, Oakland, Calif. (Filed Aug. 25, 1293. Used since Mar. 1, 1923.)—Deodorant Solution for External Use.
185,143.—Parfumerie Roger & Gallet, Paris, France.
(Filed Aug. 29, 1923 Used since Jan. 23, 1911.)—Pastes and Powders for Beautifying and Preserving the Teeth, Skin, and Hair, and Perfumery.

185,167,—Saul E. Weinstein, doing business as Preventyne Co., St. Louis, Mo. (Filed Aug. 29, 1923, Used since June 1, 1923.)—Tooth Paste.

185,323.—The Thompson-Barlow Company, Inc., on the state of the state business as Solvodent Laboratories, New York, N. Y. (Filed Sept. 4, 1923. Used since Aug. 15, 1923.)—Dentifrice.

185,334.—Friedrich-Friedrich Co., Inc., Philadelphia, Pa. (Filed Sept. 5, 1923. Used since Jan. 1, 1923.) - Face Powder.

Powder. 185,464.—Houbigant, Inc., New York, N. Y. (Filed Sept. 7, 1923. Used since Aug. 28, 1923.)—Perfume, Toilet Water, Face Powder, Talcum Powder, Sachet, Brilliantine, Face Cream, Rouge, Lotion for the Skin and Hair, and Bath

Salts. 185,700.—Guy T. Gibson, Incorporated, New York, N. Y. (Filed Sept. 12, 1923. Used since July 1, 1923.)—Toilet Lotions; Face, Talcum, and Sachet Powders; Face Creams, Lotions; Face, Colle Rouges. Eyebrow Pencils, Toilet Waters, Sachets, Oils, Rouges, Eyebrow Pencils, Perfumes, Depilatories, Aromatic Vinaigres, and Liquid Face Powders, Face Rouge, and Lip Rouge. 185,751.—Friedrich-Friedrich Co., Inc., Philadelphia, Pa.

Filed Sept. 13, 1923. Used since Jan. 1, 1923.)—Hair

185,771.—Madam Sallie L. Washington, Pittsburgh, Pa. (Filed Sept. 13, 1923. Used since Jan. 1, 1921.)—Hair Shampoos, Hair Preparations, and Balms, Oils, Ointments, and Salves for the Face and Skin.

186,087.—Pasquale Saluzzi, doing business as Economic Perfume Manufacturing Company, Brooklyn, N. Y. (Filed Sept. 22, 1923. Used since Oct. 1, 1922.)—Hair Tonic. 186,154.—S. S. Pierce Co., Boston, Mass. (Filed Sept. 24, 1923. Used since Sept. 4, 1923.)—Toilet Water and Toilet Extract.

Toilet Extract.
186,237, 186,238, 186,239.—Les Parfums De Mury,
186,237, 186,238, 186,239.—Les Parfums De Mury, (Filed Sept. 26, 1923. Used since June 6, 1923.)— ery Products—Namely, Perfumes, Essential Oils, Scented Waters, Toilet Waters, Scent Extracts, Skin and Hair Coloring Materials, Rice Powders, Talc, Talcum Powders, Skin and Hair Creams, Toilet Lotions, Facial Packs, Hair Dressings, Hair Tonics, Shampoos, Sachets, Deodorants, Nail Polish, Depilatories, Dentifrices, Brilliantines, Bath Salts, Natural and Synthetic Products Used for Scenting Purposes, Petroleum-Jelly Preparations, Essences, Pomades, and Preparations for Use After Shaving.

omades, and Freparations for Use Arter Shaving. 186,463.—Russell Claiborne Boyer, doing business as over & Co., Kansas City, Mo. (Filed Oct. 2, 1923. Used Boyer & Co., Kansas City, Mo. since Sept. 10, 1923.) - Hair-Curling Fluid.

186,612.—L. T. Piver, Inc., Wilmington, Del., and New York, N. Y. (Filed Oct. 5, 1923. Used since July, 1921.)—Perfume, Toilet Water, Lotions for the Face and Hands, Face Powder, Rouge, Bath Salts, Cold Cream, Talcum Powder, Sachet Powder, Compact Powder, and Eau Vegetale

186,643.—International Consolidated Chemical Corporation, Inc., doing business as Tokalon, New York, N. Y. (Filed Oct. 6, 1923. Used since July, 1923.)—Face Powders, Face-Powders Compacts, Perfumes, Rouges, Sachet Powders, Toilet Creams, and Toilet Waters.

186,803.—Geo. J. Saunders, Chicago, III. (Filed Oct. 10, 1923. Used since Feb., 1923.)—Face Creams.
186,822.—The Armand Company, Des Moines, Iowa. (Filed Oct. 11, 1923. Used since Aug. 20, 1923.)—Rouge and Face Powder.

and Face Powder.

187,367.—Yvette Co., New York, N. Y. (Filed Oct. 22, 1923. Used since 1900.)—Certain Specified Toilet Preparations—Namely, Vanishing Cream, Massage Cream, Cold Cream, Face Powder, Liquid Face Powder, Arm and Neck Whitener, Massage Lotion, Face Balm, Hand Jelly, Dry Rouge, Lip Sticks, Skin-Cleansing Emolient, Astringent Wishle Deports Placeh Cream Scalp Ointpent Engalytis Wrinkle Pomade, Bleach Cream, Scalp Ointment, Eucalyptus Scalp Ointment, Sulphur Scalp Cream, Nail Polish, etc.

187,368.—American Druggist Syndicate, Long Island City, Y. (Filed Oct. 23, 1923. Used since Oct. 1, 1923.)— Perfumes, Toilet Waters, Face Creams, Rouge, Lip Sticks, Powders, and Compacts.

187.369.—American Druggists Syndicate, Long Island City, Y. (Filed Oct. 23, 1923. Used since Oct. 1, 1923.)— Perfumes, Toilet Waters, Face Creams, Rouge, Lip Sticks, Powders, and Compacts.

187,370.—American Druggist Syndicate, Long Island City, Y. (Filed Oct. 23, 1923. Used since Oct. 1, 1923.)— Perfumes, Toilet Waters, Face Creams, Rouge, Lip Sticks, Powders, and Compacts.

187.401.—The Armand Company, Des Moines, Iowa. (Filed Oct. 24, 1923. Used since May 29, 1916.)—Face Powder, Talcum Powder, Cold-Cream Powder, Compact Powder, Rouge, Cold-Cream Rouge, Cold Cream, Vanishing

Cream, Lipstick Rouge, Hair Wash, Tooth Paste, Shampoo Preparations, Perfume, and Finger-Nail Polish.

187,473.—Mastin & Company, Inc., New York, N. Y. (Filed Oct. 25, 1923. Used since Oct. 1, 1923.)—Hair Tonic. 187,515.—Earle K. Eberly, Philadelphia, Pa. (Filed Oct. 26, 1923. Used since Mar. 1, 1919.)—Skin Lotion.

187,530.—Mission Bead Company, Los Angeles, Calif., and Chicago, Ill. (Filed Oct. 26, 1923. Used since July 10, 1923.)—Beauty Clay.

187,703.—Ungerer & Company, Inc., New York, N. Y. (Filed Oct. 30, 1923. Under ten-year proviso. Used since 1890.)—Oil of Orange Blossoms.

187,902.—Mary L. Sullivan, doing business as The Sullivan

1890.)—Oil of Orange Blossoms.
187,902.—Mary L. Sullivan, doing business as The Sullivan Co., New York, N. Y. (Filed Nov. 1, 1923. Used since Jan., 1916.)—Cleansing Cream, Tissue Cream, Skin Lotion, Liquid Powder, and Liquid Rouge.
188,025.—Parke, Davis & Company, Detroit, Mich. (Filed Nov. 5, 1923. Used since July 18, 1923.)—Soap Cream Used for Shaving.

188,038.—F. R. Arnold & Co., New York, N. Y. (Filed Nov. 6, 1923. Used since 1912.)—Face Powders, Rouges, Eyebrow Crayons, Lip Sticks, Face Creams, Perfumery Extracts, Eau-de-Toilette, Brilliantine, and Shampoo

Powder, 188,127.—Mellier Company, Perfumer, St. Louis, Mo., and New York, N. Y. (Filed Nov. 8, 1923. Used since June 1, 1923.)—Cream or Dressing for the Hair. 188,157.—Maine Barber Supply Co., Portland, Me. (Filed Nov. 9, 1923. Used since Apr. 1, 1923.)—Hair Tonic. 188,206.—Nathan Hurwitz, doing business as Na-Hu Laboratories, New York, N. Y. (Filed Nov. 10, 1923. Used since Dec. 18, 1922.)—Hair Tonic. 188,381.—Standard Oil Company of New York, N. Y.

188,381.—Standard Oil Company of New York, N. Y. (Filed Nov. 15, 1923. Used since Sept. 20, 1923.)—Soap. 188,538.—Maxime d'Hotman de Villiers, Paris, France. (Filed Nov. 19, 1923. Used since Sept. 22, 1921.)—

188,539.—Maxime d'Hotman de Villiers, Paris, France. (Filed Nov. 19, 1923. Used since Aug. 19, 1921.)—Perfumes. 188,545.—Julius Garfinkle, doing business as Julius Garfinkle & Co., Washington, D. C. (Filed Nov. 19, 1923. Used since Nov. 14, 1923.)—Perfume, Toilet Water, and Face

188,572.—Rigo Chemical Co., Nashville, Tenn. (Filed Nov. 19, 1923.) Used since May 1, 1923.)—Face Powders, Face Creams, Toilet Waters, Rouges, Talcum Powders, Perfumes, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, and Sachet Powders. Powders.

188,587.—Edward B. Cuddy, doing business as Crown Barbers' Supply Co., New York, N. Y. (Filed Nov. 20, 1923, Used since Dec. 1, 1903.)—Hair Tonics.

188,618.—Felicia Weiss, doing business as Mme. Felicia, Coney Island, Brooklyn, N. Y. (Filed Nov. 20, 1923. Used since Oct. 28, 1923.)—Face Powders, Face Creams, Perfumes, Toilet Waters, Rouges, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Dentifrices, Tooth Powders, Nai Preparations, and Sachet Powders.

188,738.—Michle Caradonna, doing business as 4 CCCC Co., New York, N. Y. (Filed Nov. 23, 1923. Used since Nov. 1, 1922.).—Dandruff Remedy.
188,743, 188,744.—Coty, Inc., Wilmington, Del., and New York, N. Y. (Filed Nov. 23, 1923. Used since Mar. 1, 1923.)

1923.)—Rouges.

188,756.—Charles Jurasinski, New York, N. Y. (Filed Nov. 23, 1923. Used since Mar. 15, 1923.)—Hair Tonic to Prevent Dandruff and Falling Hair and Also Relieve the Scalp from Itching and Other Skin Troubles.

188,843.—Irving D. Hirsch, doing business as Park Laboratories, New York, N. Y. (Filed Nov. 24, 1923. Used since June 7, 1923.)—Dressing for the Hair.

188,852.—Marie Mundy, doing business as The Naturalizing Mfg. Co., Atlanta, Ga. (Filed Nov. 24, 1923. Used since July 1, 1920.)—Skin Bleach, Vanishing Cream, and Hair Grower.

Hair Grower.
188,962.—Kinjiro Imai. doing business as Newton Co., Seattle, Washington. (Filed Nov. 27, 1923. Used since June 1, 1923.)—Cold Cream.
188,965.—Henri Muraour & Cie., Grasse. France. (Filed Nov. 27, 1923. Used since Mar. 29, 1923.)—Perfumery Products—Namely, Perfumes, Essential Oils, Scented

Waters, Toilet Waters, Scent Extracts, Skin and Hair Coloring Materials, Rice Powders, Talc, Talcum Powders, Skin and Hair Creams, Toilet Lotions, Facial Packs, Hair Dressings, Hair Tonics, Shampoos, Sachets, Deodorants,

Dressings, Hair Tonics, Shampoos, Sachets, Deodorants, Nail Polishes, Depilatories, Dentifrices, Brilliantines, etc. 189,001.—Richard Hudnut, New York, N. Y. (Filed Nov. 28, 1923. Used since July 5, 1923.)—Talcum, Face Powder, Bath Salts, Sachet, Tooth Powder, Almond Meal, Toilet Water, Headache Cologne, Dry Cream, Smelling Salts, Cold Cream, Tooth Paste, Perfume, Lip Rouge, Bath Powder, and Toilet Cornte.

Powder, and Toilet Cerate. 189,043.—Eau de Cologne Fabriek J. C. Boldoot, Amsterdam, Netherlands. (Filed Nov. 30, 1923. Used since Nov.

dam, Netherianus. (1992). —Perfumery. 189,046. —Femigloria Laboratories, Inc., New York, N. Y. (Filed Nov. 30, 1923. Used since Sept. 4, 1923.)—Face

189,078.—Frederick Stearns & Company, Detroit, Mich. (Filed Nov. 30, 1923. Used since Oct, 26, 1923.)—Perfume, Toilet Water, Face Powder, and Poudre Cream. 189,086.—The J. B. Williams Company, Glastonbury, Conn. (Filed Nov. 30, 1923. Used since Nov. 8, 1923.)—

Talcum Powder.

189,139.—Pennsylvania Soap Company of Lancaster, Pa., Lancaster, Pa. (Filed Dec. 1, 1923. Used since April,

1915.)—Soaps. 189,145.—Sophia Hair Stores Company, New York, N. Y. (Filed Dec. 1, 1923. Used since Nov. 27, 1923.)—Powder

189,236.—Brett Manufacturing Company, Inc., New York, Y. (Filed Dec. 5, 1923. Used since Apr. 28, 1922.)—

189,262.—Mur-Sol Chemical Products Co., New York, Y. (Filed Dec. 5, 1923. Used since Feb., 1923.)—

Washing Compound.
189,263.—Semion S. Nelson, doing business as Eddy
Chemical Company, Hartford, Conn. (Filed Dec. 5, 1923.
Used since Nov. 12, 1923.)—Hair Reviver or Tonic.
189,373.—Pennsylvania Soap Company of Lancaster, Pa.,
Lancaster, Pa. (Filed Dec. 7, 1923. Used Since Nov.,

1922.) - Soaps.

189,429.—Frederick Stearns & Company, Detroit, Mich. (Filed Dec. 8, 1923. Used since Nov. 19, 1923.)—Perfume, Toilet Water, and Face Powder.

189,432.—Frederick Stearns & Company, Detroit, Mich. (Filed Dec. 8, 1923. Used since Nov. 19, 1923.)—Perfume, Toilet Water, and Face Powder.

189,478, 189,479.—Pierre Lemoine et Cie., Inc., New York, N. Y. (Filed Dec. 10, 1923. Used since Apr. 15, 1923.)—Perfument Pow. Materials.

Perfumery Raw Materials. 189,554.—G. A. Dunning and Son, Stroudsburg, Pa. (Filed Dec. 12, 1923. Used since Oct. 1, 1923.)—Toilet Cream.

189,555.—Ra Melle Eason, doing business as Sta-Strate Company, Hernando, Miss. (Filed Dec. 12, 1923. Used since Aug. 22, 1923.)—Preparations for Straightening and Improving the Hair.

Improving the Hair.
189,609.—John M. Breen, doing business as Jonizone Products Co., New York, N. Y. (Filed Dec. 13, 1923. Used since Nov. 26, 1923.)—Mouth Washes.
189,665.—Charles M. Earl, doing business as C. M. Earl Manufacturing Chemist, Detroit, Mich. (Filed Dec. 14, 1923. Used since August, 1923.)—Perfumes and Toilet Washes.

189,675.—Jennings Manufacturing Co., doing business as Jennings, Perfumer, Grand Rapids, Mich: (Filed Dec. 14, 1923. Used since Nov. 22. 1923.)—Perfumes, Toilet Waters, Sachets, Face Powders, Face Creams, Talcums, Compact Powders, and Rouges.

190,018.—Basarat Hunto, Philadelphia, Pa. (Filed Dec. 22, 1923. Used since Nov. 5, 1923.)—Preparation for Dandruff and Moistening the Hair.

TRADE-MARK REGISTRATIONS GRANTED (Act of March 19, 1920.)

These Registrations Are Not Subject to Opposition.

178,727.—Carl A. Fjelstad, Minneapolis, Mnn. (Filed June 16, 1923. Serial No. 182,093. Used since May 1, 1922.)—Skin Preparation Useful in Any Rough, Dry Condition of the Skin, Particularly for That Condition Com-

N. Y. Toilet Creams, Pencils, Liquid

hia, Pa.

1924

ia. Pa. -Face ed Sept.

Water, e, Face d Bath

)-Hair gh, Pa.)—Hair ntments,

conomic (Filed onic, ed Sept. iter and

y, Paris, 1923.)— ial Oils, Skin and Talcum Facial Sachets, Brillian-Used for Essences,

3. Used and New 1921.)— 1 Hands, Talcum ind Eau

rporation, Powders. Oct. 10,

es, Iowa.)—Rouge 1 Oct. 22, et Prepaam, Cold and Neck elly, Dry Astringent Eucalyptus sh, etc.

land City, , 1923.)— Lip Sticks, sland City, i, 1923.)— Lip Sticks,

sland City, l, 1923.)— Lip Sticks, nes, Iowa. 16.)—Face Compact Vanishing monly Called "Chaps" and is Useful in Many Forms of Eczema and Dermatitis Caused by External Irritants, as Strong Soap, Excessive Use of Water, Acids, and Similar Substances, and by Exposure to Cold Weather, Wind, or the Sun's Rays and to Manual Labor and Other Similar Conditions, and for Removing Freckles and Softening and Whitening the Skin.

178,730.—Lincoln Laboratories, Inc., Chicago, Ill. (Filed Apr. 18, 1923. Serial No. 179,307. Used since November, 1922.)—Cold Cream and Beauty Cream.

178,942.—Adolf D. Lindemann & Son, New York, N. Y. (Filed June 13, 1923. Serial No. 181,953. Used since Jan. 18, 1921.)—Sachet, Face Powder, Lip Stick, and Rouge. 178,944.—Joseph Henry Karp, New York, N. Y. (Filed Aug. 31, 1923. Serial No. 185,222. Used since May 1, 1919.)—Liquid Bleach, Paste Bleach, Powdered Bleach, Hair Bleach, Face Bleach, Face Lotion, Skin Lotion, Mouth Bleach, Hair Dye; Peroxide of Hydrogen, Commercial; Peroxide of Hydrogen, U. S. P.; Powdered Liquid Hair Whitener, White Henna, Henna Powder, Powdered White Henna, Chloride of Lime; Powdered Carbonate of Magnesia, U. S. P.; Carbonate of Magnesia, Technical; Sodium Carbonate, Javelle Water, Cold Cream, Vanishing Cream, b. S. P.; Carbonate of Magnesia, Technical; Sodium Carbonate, Javelle Water, Cold Cream, Vanishing Cream, Lemon Cream, Massage Cream, Tooth Paste, Face Powder, Talcum Powder, Perfume, Toilet Water, Sachet Powder, Hair Tonic, Astringent, Brilliantine, Nail Bleach, Nail Cake Polish, Nail Stone Polish, Nail Paste.

178,969,—Marinello Company, La Crosse, Wis. (Filed May 1, 1922. Serial No. 163,164. Used since Jan. 2, 1922.)—A Preparation to be Used in Connection with Shampooing Hair.

DESIGNS PATENTED

63,816.—Bottle. William S. Breeden, Millville, N. J. Filed June 30, 1923. Serial No. 6,630. Term of patent 14

63,871.—Cologne Bottle. John H. Blakney, Milwaukee, Wis., assignor to Lournay, Inc., Milwaukee, Wis., a Corporation of Delaware. Filed July 12, 1923. Serial No. 6,770. Term of patent 14 years.

PATENTS GRANTED

1,408,403.—Container. Ralph W. Wilson, New York, N. Y., assignor to Theodore W. Foster & Bro. Co., Providence, R. I., a Corporation of Maine, Filed Aug. 12, 1922. Serial No. 581,335. 2 Claims. (Cl. 132-83.)

1. A vanity box comprising a container formed of a

plate with an annular flange surrounding same, and two recesses in the plate on the side opposite the annular flange, and an annular protruding portion on the said flange; a pair of covers hinged in spaced relation to each other and provided with flanges to telescope the wall formed by the flange on the container; a mirror on each of said covers; a quantity of powder in the container on the side opposite the recesses, a quantity of rouge in one of the recesses and a lip stick in the other recess; a pad intermediate each of the

a ip stick in the other recess; a pad intermediate each of the mirrors and its respective rouge and powder compacts.

1,481,416.—Method of and Apparatus for Cutting Soap and the Like. James R. Cove, Arlington Heights, Mass., a sasignor to Lever Brothers Company, Cambridge, Mass., a Corporation of Maine. Filed Oct. 30, 1922. Serial No. 597,711. 7 Claims. Cl. 146—78.)

1. The method of producing flaked material which consists in feeding a relatively thin sheet of the material to be flaked in one direction, cutting said sheet in a transverse direction to the line of feed, said cutting operation terminating short of complete penetration, then cutting said sheet in a direction substantially parallel to the line of feed, said second named cutting operation terminating short of complete penetration, and finally separating the sheet into

flakes along the line of the cuts, 1.481,417.—Apparatus for Producing Curled Flaked Soap. James R. Cove, Arlington Heights, Mass., assignor to Lever Brothers Company, Cambridge, Mass., a Corporation of Maine. Filed Feb. 5, 1923. Serial No. 616,899. 3 Claims. (Cl. 146-78.)

An apparatus for producing curled soap flakes comprising a roll over which a sheet of soap is adapted to travel, means for making transverse and longitudinal cuts in the sheet of soap and a scraper for removing the cut flakes from the roll, the roll contacting end of said scraper

nakes from the roll, the roll contacting end of said scraper being concaved to cause the soap flakes to curl or roll up. 1.481,511.—Vanity Box. Nathan Kasdan, New York, and Daniel Pollack, Brooklyn, New York, assignors to Majestic Machine & Tool Co., Inc., New York, N. Y., a Corporation of New York. Filed Sept. 13, 1923. Serial No. 662,394. 14 Claims. (Cl. 132—83.)

1. A vanity box comprising a body, a cover and a strip for retaining a compact in said body, said strip fitting against the side walls of said body with its ends against abutments and having spring-fingers against and below which the compact may be forced, said fingers serving to retain the compact

in position.

1,481,733.—Container. Archibald W. Paull, Wheeling, W. Va., assignor to Wheeling Stamping Company, Wheeling, W. Va., a Corporation of West Virginia. Filed Jan. 19, 1923. Serial No. 613,641. 3 Claims. (Cl. 15—135.) 1923. Serial No. 613,641. 3 Claims.

1. A collapsible tube having a discharge orifice in an end wall thereof, foraminous distributing means engaging said end wall and extending across said discharge orifice and a flange integral with said tube, the perlpheral edge portion of said distributing means being held between said flange and end wall, substantially as described.

1,481,796. Combination Vanity Box. George Gussoff, New York, N. Y. Filed June 23, 1923. Serial No. 647,234. 8 Claims. (Cl. 132—83.) George Gussoff.

1. In a vanity case construction, a receptacle forming compartment for cosmetic material, a hinged cover member forming another compartment for material, a mirror-supporting and compact-holding element removably positioned in the receptacle, a mirror having a hinged mounting on the element, and means for automatically raising the mirror to a convenient position for use when the cover member is

1,481,811.—Soap Paste. Fred W. Shields, Kansas City, Mo., assignor to Little Wonder Laboratory, Atchison, Kans. a Firm consisting of Fred W. Shields, Alma L. Shields, and Guy V. Haley, all of Kansas City, Mo. Filed Aug. 29, 1921. Serial No. 496,607. 1 Claim. Cl. 87—5.) 1 Claim. Cl. 87-5.)

A plastic composition adapted to form a soap paste, consisting of thirty pounds of tallow, five pounds of borax, one pound of alum, five pounds of soda, five pounds of laundry soap, one ounce of oil of wintergreen, one ounce of sweet

soap, one ounce of our of wintergreen, one ounce of sweet oil, one quart of liquid glass, five gallons of boiling water, and thirty-five pounds of pine sawdust.

1,482.786.—Vanity Box. Carroll E. Dodson. Kansas City, Mo. Filed July 2, 1923. Serial No. 648.888. 3 Claims. (Cl. 132-83.)

1. A vanity box, a powder container in said box, com-prising a wall having its lower edge inturned, a follower bottom resting on said inturned edge, a screen closing the upper end of said wall, a clamp ring encircling the upper edge of the wall and clamping said screen in position, 1.482.630.—Machine for Making Powder Puffs. Aldo

1,482,630.—Machine for Making Powder Puffs. Aldo Curioni, New York, N. Y., assignor to Maurice Levy, New Rochelle, N. Y. Filed Apr. 20, 1921. Serial No. 463,018. 12 Claims. (Cl. 112—2.)

1. In a machine for sewing powder puffs, the combination with a sewing mechanism adapted to produce a chain stitch, of revoluble means adapted to hold two superposed

discs of fabric adjacent the presser foot and feeding mechanism of the said sewing machine whereby the actuation of said sewing machine causes said discs to be revolved together with said revoluble means and to be stitched together along a circular line, the said revoluble means being movable to carry the discs towards and away from said needle after the stitching has been completed, to draw out the thread.

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasizes the importance of proper patent and trade-mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are running a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

(Continued on Page 658)

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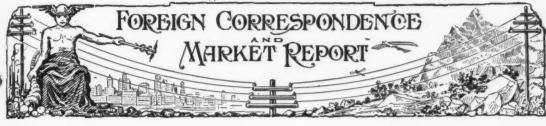
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ARGENTINA

INTERNAL TAXES ON TOILET ARTICLES REVISED .- An internal revenue tax has been placed in Argentina upon all sales of perfumery, toilet articles, and medicinal specialties either of domestic or of foreign manufacture. This law repeals former laws under which the tax was levied on these products when put out from the factory or upon importation. The tax varies according to the quantity and the quality of the article. While in most cases the taxes have not been changed from those imposed by the former laws the following increases have been made: Perfumed oils and cosmetics, formerly taxed 0.15 peso, now 0.20 peso; rouge, lipsticks, eyebrow pencils, and bath salts, formerly 0.25 peso, now 0.80 peso; liquid hair dye, formerly 0.50 peso, now 1 peso.

BELGIUM

BRUSSELS FAIR OPENS APRIL 1 .- The fifth Official Commercial Fair of Brussels, Belgium, is to be held April 1 to 16, 1924. Each year has seen the fair increase in size and the number of exhibits. The enterprise is international in its scope. The 1923 fair had 2,402 exhibitors, of whom 863 were from 24 countries other than Belgium. Full particulars about the official regulations of the fair, insurance, advertising, form of application for space, can be obtained by addressing the Executive Committee, 19 Grand Place, Brussels, or at the Belgian Consulate, 25 Madison avenue, New York City.

No LATIN IN BELGIAN PHARMACOPGEIA.-The Pharmaceutical Society of Antwerp has adopted a resolution calling upon the government to abandon the use of Latin as the official text in the forthcoming edition of the Belgian pharmacopæia, and to issue this work in the two national languages, French and Flemish.

CANADA-ITALY

COMMERCIAL CONVENTION RATIFICATIONS EXCHANGED .-Ratifications exchanged at London on January 8, 1924, bring into force from that date the commercial convention between Canada and Itally. By the terms of this treaty, Canada and Italy mutually accord each other most-favored-nation customs treatment. The treaty will remain in effect four years from January 4, 1923, or until one year after denunciation by either of the contracting countries.

[Although United States products are entitled to mostfavored-nation treatment in Italy, they are subject to the rates of the general, or highest, schedule of the Canadian tariff. Among the principal products entitled under the Franco-Canadian treaty to special rates lower than the intermediate on importation into Canada are food supplies, including essential and olive oils, perfumery and toilet articles, printed matter.]

(Continued on Page 658)

THE MARKET

Essential Oils, Aromatic Chemicals, Etc.

There has been a pretty general and widely felt let down in the volume of business done in essential oils during the interval since our January review. This has been due, not so much to any weakness in the fundamental position or any lack of confidence on the part of the consumers as to the usual post-holiday tendency to work off surplus stocks and to confine purchases to such quantities as are needed until such a time as the consuming industries have taken their breathing spell and are again ready to actively proceed. The trade experienced one of the best holiday business periods in its history. It is only natural that following such a prolonged and intense activity, there should be a period of lighter business.

Probably the most remarkable and at the same time gratifying feature of the present slight easing off in business has been the fact that prices during this period have been firm on practically all of the principal materials. There have been a few declines in prices, it is true, but these have taken place only on items which might be expected to weaken at this time of the year. In other words, it has been a matter of supply almost wholly which has influenced such reductions as have taken place. Demand has been sufficient at all times to sustain the market had stocks not been augmented by new arrivals and further production just coming into the market.

Probably the strongest group of materials during the interval since our last report has been the citrus essences. As is usual, preparations for the spring and summer demand began to be made by the large consumers early in January. At that time buying set in rather sharply but stocks were such that it is only in the last two weeks that prices have really responded to the inquiry. Coupled with this demand there has been a tendency on the part of the foreign producers to advance their shipment prices. They have done so throughout the group. Domestic pressers of orange and lemon have, of course, fallen into line at the advanced levels. Their product is not yet of sufficient importance to be independently marketed at a price regardless of that quoted by the importers. The outlook in this group is for a continuation of firmness during the next few months.

With one or two exceptions, oils derived from spices have been notably firm. There has, it is true, been a slight recession in clove oil owing to the speculative fluctuations in the price of the raw material, but this is considered as merely a temporary phenomenon in most quarters, and this view is borne out by the actual position of the spice as regards present and future supplies. Other spice oils seem likely to continue to move to higher levels. Mace, nutmegs, and ginger root are all selling at nearly record levels. The oils have already advanced sharply and may be expected to go higher. Cassia has declined largely through more favorable conditions in the country of origin. This item was selling for a time at nearly four times its normal value. The decline is the natural result of heavier supplies and easier shipment conditions.

There has been practically no alteration in the condition of the trade with respect to seed oils. Sellers of these materials have found a rather light demand during the last few weeks. Prices are still high and have not declined to any great extent since our last report. It is probably these high prices which are discouraging active buying. The expected further decline in wormseed did not take place. This is the only unexpected feature of the market. It failed owing to the fact that buyers needed goods rather badly and seized upon the first reduction as an opportunity of buying in fair quantities.

Floral Products Irregular

Floral essences are irregular. Good quality materials are scarce and are strongly maintained. This is due to high prices and short crops in the primary markets. There has been a turn to the easier in geranium but there has been no real break in prices. They are likely to remain higher than normal, owing to general shortage. However, the arrival of new crop goods in some volume has been the signal for weaker prices in the spot market. The sale of floral essences in general has been somewhat lighter than usual during the last two weeks. The result has been a failure of prices to advance as rapidly as was expected. Neroli is still to be had at low prices even on goods of excellent quality, but when present stocks are exhausted, there is bound to be an advance in the market. Aspic has been on short crop and higher shipment prices.

The general scarcity of bois de rose and linaloe continues as a feature of the market and seems likely to remain with us for another month. Mexican conditions show little improvement and shipments are almost impossible to obtain. Citronella is materially easier with fair sized quantities of good quality coming through regularly. Prices have declined materially during the month.

In general, it may be said that the situation is a healthy one. There is not likely to be a break in prices on standard quality merchandise and the trade should have little hesitancy in stocking such materials as they will need in the near future. Inquiry seems likely to improve during the coming month. If it does, weak spots will be speedily ironed out and prices will be firm. There is little danger of a general break in values in any event. The structure of prices has been erected on too solid a foundation for that. Values compare very favorably with those available on other groups in the allied markets. They are only slightly more than 30 per cent higher than they averaged in 1913. Conditions such as those prevailing at present should lead to healthy trading and active markets. These are, in fact, anticipated by best informed factors in the essential oil trade.

Synthetics and Aromatics

Business in this group of products has felt the effects of much the same influences which have been in operation in the essential oil group. They have brought about the same rather less active market and to some extent, the same easing of prices which have been discussed in our report on the natural products. If anything, the chemical end of the business has felt the effects of slacker business to a greater degree than have the natural materials. Buying has been quiet and in some instances, dealers and brokers have been able to offer standard products at a shade less than the first hand prices. This, however, has not been general, and for the most part, the levels have been fairly well maintained during the period since our last report.

There has been more emphasis upon quality products than is usual during the slight slump in business. This is doubtless due to the fact that consumers are more inclined and are better able to discriminate in their purchases during a quiet period. There is also the fact that the large consumers who have standardized their buying along the lines of quality have been more active in the market during the last few weeks than have the small buyers whose insistence

upon quality is not so keen.

Favorable signs of standardization of qualities and types is to be found in the narrowing price range on many materials. Manufacturers are quoting nearer the same levels and are offering goods of virtually identical grades more often than has been the case. This is naturally gratifying from the standpoint of the consumers who in the past, have

been forced to guard their purchases very carefully. This standardization has also aided domestic producers in their efforts at competing with foreign goods and next to the very high tariff, has probably been the greatest factor in popularizing domestic materials.

There have been relatively few changes in the lists of the producers during the month. Linalool and kindred products are bringing more money owing to advanced costs of production and the scarcity of natural products used for the same purposes. Geraniol has eased off but has not broken in price. Makers sharply reduced the price of coumarin, owing to competition and to reduced costs of manufacture. Eugenol and its allied products have continued to advance, despite the easier position of the raw material. Vanillin has again been sharply advanced by the makers. Other items have been notably steady and prices which are rapidly becoming standard in their particular lines. Short of a radical change in the tariff or in production costs, it is probable that prices will remain pretty steady for some months to come. Buyers need have little hesitancy in coming into the market for such materials as they require. They are not likely to suffer through a change in the market position, especially on products of high grade.

Vanilla Beans

There is not much that can be said on vanilla beans which will make the consumer feel good. The situation on spot is substantially the same as that of our last report. are supplies of beans here but they are not being freely offered. Dealers have commitments which must be filled. They can see no immediate prospect of shipments arriving in sufficient volume to fill them. Hence they must hold most of their stocks to take care of the shipments due from their warehouses during the next two months. Prices on Bourbons for shipment have not receded. In fact this grade is more firmly held in France than has been the rule. prices asked are out of line with what dealers here can, or will, pay for this grade of merchandise. Accordingly buying has been limited. The carry over of Bourbons was practically nothing and while the crop is a bit larger than that of last year it is not going to be sufficient to flood the market or even to ease the situation to any extent. There is nothing new to be said in Mexicans. Shipments cannot leave even when they are ready, excepting under great difficulties. Nothing is offering here save small quantities in the hands of factors who ask high prices. That these prices are unwarranted by conditions, however, cannot be contended. Demand for beans is sufficient to keep the market virtually bare. Just when the situation will ease itself is difficult to say, but the trade is pretty well agreed that this will be a bad season for the vanilla consumer.

Sundries

The continued advance of menthol which was predicted in our recent reports has brought the market into a position where there are only three holders of goods in New York and for nearby shipment and these are holding prices at high levels. There has been a good demand for the item and this has taken supplies out to the point where not much over 50 cases can be had on spot, if, indeed, that quantity is available. The Japanese want high prices for shipment and these are not being paid to any extent. Continued demand and lack of arrivals seem to be virtually certain. They will operate to raise prices further during February and early March. However, more than 600 cases for January-March shipment have been bought so the end of the scarcity and high prices is in sight, but not for this consuming season.

Other sundries have shown little change. There has been no further advance in alcohol, although one is still threatening with manufacturers sold well up. On the whole, demand has not been any too heavy in this group of products and while prices are steady, there seems to be little chance of a general advance. The items mentioned above are the only exceptions to this rule.

Likes "The American Perfumer"

(Chas. H. Donovan, Manufacturer of Toilet Preparations, Amsterdam, N. Y.)

It is the greatest magazine published. No one in the toilet business can afford to be without it.

PRICES IN THE NEW YORK MARKET

(Quotations on this page are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices on Soap Materials)

	(500	rac bul	to or south section for I	rices on	Dong	Materials)		
ESSENTIAL O	ILS		Orange, Calif	3.20@	3.40	Geraniol, domestic	3.80@ 4.00	
Almond, Bitter, per lb			Origanum, imitation	.30@		Geraniol, foreign	4.50@ 4.75	
Almond, S. P. A	3.75@	4.00	Orris Root, concrete, for-	5.25@		Geranyl-Acetate	5.00@	
Almond, F. F. C. "Art" Almond, Sweet True	2.15@	2.30	Orris Root, concrete, do-	5.23@		Heliotropin, domestic		
Almond, Apricot Kernel.	.25@	.29	mestic(oz.)	3.00@	3.50	foreign	2.50@ 3.00	
Amber, crude	.80@		Orris root, absolute (oz.)	50.00@	55.00	Indol, C. P (oz.) Iso-Butyl-Salicylate		
Amber, rectified	1.00@	1.10	Parsley	4.50@		Iso Eugenol		
Amyris, balsamifera	3.00@	3.25	Patchouly	6.75@	7.75	Linalool		
Anise, "lead free U.S.P."	.46@	.50 1.30	Pennyroyal, French	2.40@ 2.20@	2.30	Lily Base (Hydroxyci-	0.00	
Aspic (spike) Spanish French	1.15@ 1.30@	1.40	Peppermint	3.50@	3.75	tronellal)	14.00@ 20.00	
Bay, Porto Rico	2.60@	2.70	Peppermint, redistilled	3.65@	3.90	Linalyl Acetate 90%		
West Indies	2.40@	2.60	Petit Grain, So. American		2.25	Linalyl Benzoate	nominal	
Bergamot, 35-36 per cent.	3.25@	3.50	Petit Grain, French	8.00@	9.00	Methyl Acetophenone		
Birch, sweet N. C		2.25	Pine Needles, from Pinus	2.35@		Methyl Anthranilate Methyl Cinnamate		
Penn. and Conn Birchtar, crude	. 4.500	.40	Sylvestris	2.00@		Methyl Eugenol	9.00@ 10.00	
Birchtar, rectified	1.00@	. 10	Rose, Bulgaria(oz.)	7.00@	10.00	Methyl Heptenone	9.00@	
Bois de Rose, Femelle	3.60@	3.75	Rosemary, French. (lb.)	.55@	.60	Methyl Heptine Carbon		
Cade, U. S. P. "IX"	.40@	.45	Rosemary, Spanish	.50@	.55	Methyl Iso Eugenol		
Cajeput, Native U. S. P.	1.10@	1.15	Rue Sage	4.50@ 3.80@	4.00	Methyl Paracresol Methyl Phenylacetate,	0.50@	
Calamus	4.25@	.18	Sandalwood, East India.	6.90@	7.15	Art, Honey Aroma	6.50@	
Cananga, Java	2.20@	2,40	Sassafras, artificial	,50a	.55	Methyl Salicylate		
Cananga, Java rectified	3.25@	3.50	Sassafras, natural	1.90@	2.00	Musk Ambrette		
Caraway Seed, rectified		9.75	Savin, French	3.25@		Musk Ketone		
Cardamon, Ceylon	30.00@	10.00	Snake Root		2.70	Musk Xylene		
Carvol	17.000	Nom.	Spruce		1.40	Nonylic Alcohol Phenylacetaldehyde	9.00@ 10.00	
Cassia, 80@85% Cassia, rectified, U.S.P	2.40@	2.50	Tansy			Imported	12.00@ 14.00	
Cedar Leaf		1.25	Thyme, French, red	1.00@	1.10	Phenyl Ethyl Acetate	15.00@ 17.50	
Cedar Wood	.29@	.30	Thyme, French, white	1.10@	1.20	Phenylethylic Alcohol		
Celery	11.00@	12.00	Thyme, Spanish, red Vetivert, Bourbon	1.00@ 9.00@	9.50	Phenylacetic Acid		
Cinnamon, Ceylon		14.00	Java			Rhodinol, domestic	18.00@ 22.00	
Citronella, Ceylon		1.25	Wintergreen, Southern	4.25@	4.35	Rhodinol, foreign Safrol		
Cloves, Bourbon	2.85@	3.00	Pennsylvania	7.50@	9.00	Skatol, C. P., (oz.)	20.00@ 25.00	
Cloves, Zanzibar	2.60@	2.75	Wormseed	6.75@	7.25	Skatol, C. P.,(oz.) Terpineol, C. P., dom Terpineol, C. P., imp., lb.	.60@ .65	
Copaiba	.40@	10.00	Wormwood	4.50@	5.00	Terpineol, C. P., imp., lb.	1.00@ 1.15	
Coriander	16.00@	1.20	Ylang-Ylang, Manila Ylang-Ylang, Bourbon			Terpinyl Acetate Thymol	1.75@ 1.90	
Croton	6.00@	6.25				Vanillin(oz.)	3.50@ 4.00 .49@ .52	
Cumin		0.20	DERIVATIVES AND C	HEMI	CALS		.4200 .02	
Dillseed	5.00@	5.25	Acetophenone	5.00@		BEANS		
Erigeron	1.45@	00	Amyl Salicylate, dom	1.60@		Tonka, Beans, Para	.95@ 1.00	
Eucalpytus, Aus., "U.S.P."	.85@	.90	Amyl Salicylate, foreign.	2.25@	3.00	Tonka, Beans, Angostura		
Fennel, Sweet	1.25@ 7.75@	8.00	Anethol	1.25@ 4.50@	1.50	Vanilla, Beans, Mexican Mexican, cut		
Geranium, Bourbon	6.75@	7.00	Domestic	3.75@		Vanilla Beans, Bourbon	7.00 140111.	
Geranium, Turkish	_		Benzaldehyde, U. S. P	1.65@		whole		
(Palma rosa)	4.50@	4.75	Benzaldehyde, F.F.C	2.15@	2.25	Vanilla Beans, Bour. cut.		l
Ginger	6,00@		Benzilidenacetone	2.50@	4.50 1.90	Vanilla Beans, Tahiti yel-		
Guiac (Wood)	3.00@ 4.85@		Benzyl Acetate, domestic Benzyl Acetate, foreign	1.65@ 1.75@	2.00	low label		
Hemlock	1.25@	1.40	Benzyl Alcohol	1.75@	1.80	SUNDRIES		
Juniper Berries, rectified.	1.50@	1.75	Benzyl Benzoate					
Lavender, English Lavender, U.S.P., "IX"	38.00@	6 50	Borneol	2.75@		Alcohol Cologne spts., gal.		
Lavender, U.S.P., "IX"	5.00@	6.50	Bromstyrol		3.75	Ambergris, black(oz.))
Lemon "Calif"	.80@	.90	Carbol			Ambergris, gray(oz.) Chalk, precipitated		
Lemongrass	.90@		Cinnamic Acid	3.35@	3.50	Civet horns(oz.)		
Limes, distilled	1.25@	1.40	Cinnamic Alcohol	12.00@		Lanolin hydrous	.22@ .24	ļ
Limes, expressed	1.75@	1.90	Cinnamic Aldehyde	4.00@	4.50	Lanolin anhydrous		
Mana distilled	3.60@	3.75	Citral	2.75@ 4.00@	7.00	Menthol		
Mace, distilled	1.40@		Citral C. P	9.00@		Musk, Cab., pods(oz.) Musk, Cab., grains (oz.)	26.00@ 28.00	1
Mustard, genuine	15.00@	17.00	Citronellol, foreign			Musk, Tonquin, gr. (oz.)		
Mustard, artificial	3.90@	4.10	Cumarin, artificial, dom	4.10@		Musk, Tonquin, pods (oz.)	22.00@ 23.00)
Neroli, Bigarade, Pure1	100.00@	130.00	Cumarin, artificial, for	5.25@	0.50	Orris Root, Florentine,		
Neroli, Petale, extra		100.00	Diphenylmethane	2.25@	2.50	whole	.08@ .10	
Nutmeg Opoponax	1.40@		Diphenyloxide Ethyl Cinnamate	1.10@ 5.50@	1.50	Orris Root, Powdered	.10@ .15 .09@ .12	
Orange, bitter	2.75@		Eucalyptol	.95@	1.00	Talc. domestic(ton)		
Orange, sweet, W. Indies	2.65@	2.80	Eugenol	3.85@		Talc. French (ton)		
Orange, sweet, Italian		3.50	Eugenol, foreign	4.50@	5.00	Talc. Italian(ton)		

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FOREIGN CORRESPONDENCE

(Continued from Page 655)

CHINA

Hongkong Exports.-Figures on Hongkong's foreign trade for last year, just now available, show the following exports for 1922, the figures in parenthesis being for the previous year: Cosmetics and perfumery, £353,325 (£290,505); animal fats and oils, £217,831 (£258,202); cassia oil, £56,096 (£39,382); anise oil, £33,586 (£77,658); peanut oil, £405,477 (£384,906). Cassia oil to the value of £22,408, representing 112,400 pounds, went to the United

IMPORTS.—Cosmetics and perfumery, Hongkong, 1922, £65,783 (70,224); soap, £75,184 (£92,227).

ESTHONIA

IMPORT TARIFF CHANGES .- Among the recent alterations in the Esthonian import tariff are the following: Cosmetic, and medicinal soap, in liquid, solid, or powder form, advanced from 1,200 to 4,000 Esthonian marks; soap, not specially mentioned, including original packing if there is one, advanced from 200 to 500 marks.

FRANCE

CHAMBER OF COMMERCE.—Société Française des Parfums Rallet, perfumes, 4 rue Berryer, Paris, has been elected an associate member of the American Chamber of Commerce

Personal.-Sam Schwarz and his bride were recent honeymoon visitors to Grasse, where Mr. Schwarz inspected a number of factories. The couple also spent some time in Italy. Mr. Schwarz is a member of the firm of Polak & Schwarz, Ltd., Zaandam, Holland.

GREAT BRITAIN

BRITISH EMPIRE EXHIBITION.—Elaborate preparations are being made the forthcoming exhibition at Wembley. In the chemical section the list of exhibitors already is large. Among the firms are the following: Stafford Allen & Sons, Ltd.; A. Boake, Roberts & Co.; British Soap Co.; Brunner, Mond & Co., Ltd.; W. J. Bush & Co., Ltd.; Erasmic Co., Ltd.; J. Grossmith & Son, Ltd.; A. & F. Pears, Ltd.; Yardley & Co., Ltd.

JAPAN

MENTHOL CROP ESTIMATED-Assistant Trade Commissioner Paul P. Steintorf, Kobe, reports the final estimate of the Japanese menthol crop is for 500,000 kin (1 kin= 1.3228 pounds avoirdupois) of Hokkaido and 150,000 kin of Sambi, or a total of 650,000 kin. The annual consumption and exportation is estimated at 500,000 kin, and this crop of 650,000 indicates a surplus of approximately 150,000. This, however, is not expected to depress the market, since approximately 250,000 kin were destroyed by the fire in Yokohama.

MADAGASCAR

SOAP AND PERFUME IMPORTS.-Madagascar's consumption of foreign toilet articles and soaps in 1921 and 1922 was

	1921		1922	
Articles Soap, unscented Toilet articles		Value \$161,704 85,033	Metric Tons 1.068 17	Value \$242,518 18,349

EXPORTS OF VANILLA BEANS, ETC.-In 1922 Madagascar exported 1,142,867 pounds of vanilla beans, valued at \$1,261,596, as against in 1921 the quantity of 1,082,489 pounds, valued at \$1,091,648.

Oils, volatile or essential, in 1922, figured at 30 metric tons, valued at \$126,251, as against the 1921 returns of 26 metric tons, quoted in the returns at \$97,236.

Of scented woods 100 tons, valued at \$18,750, were exported in 1922. This was a big drop from these 1921 figures: 286 metric tons, valued at \$52,989.

TURKEY

OTTO OF ROSE.—Consul General G. Bie Ravndal. Constantinople, reports: "American purchases of Turkish rose oil in Constantinople after the armistice shrunk from \$149,630 in 1919 to \$185 in 1922. The industry, which centered at Adrianople and Sparta (hinterland of Smyrna), prior to the war netted Turkey \$1,000,000 a year, but has fallen into desuetude. Since Bulgaria and Turkey more or less monopolize the production of rose oil for manufacture of perfumery, conditions of peace will doubtless see a revival of the otto of rose industry; but to this end, it is imperative that Turkish dealers cease adulterating rose oil."

OLIVE OIL.-Normally, the olive output before the war ranged between 150,000 and 450,000 tons. The damage from war can not be computed. Thousands of fruit-bearing trees in their principal habitat in southwestern Anatolia were destroyed during the retreat of the Greek army. Exports of olive oil from Turkey to the United States were valued at \$16,592 in 1922, as against \$444,341 in 1921.

TRADE OPENINGS .- Among the American goods appearing to have fair chances in Turkey are alcohol, toilet articles, shaving machines, soaps, and tooth pastes.

CANADIAN PATENTS AND TRADE-MARKS

(Continued from Page 654)

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to:

PATENT AND TRADE-MARK DEPARTMENT,
Perfumer Publishing Co., 14 Cliff Street, New York City.

PATENTS GRANTED IN CANADA

236,963, hair preparation, Damase Fournier, La Partrie,

236,981, composition for the skin, consisting of boric acid, corn flour and orris root, Ina McCauley Hall, Calgary, Alberta, Canada.

237,025, hair tonic, Frank Howard Ramey, Imperoyal, Nova Scotia, Canada.

237,027 nesting carton, Richard S. Reynolds, Louisville,

Ky. 237,035, fruit juice extractor, Rose Stein, Los Angeles, Cal. 237,077, captive cap for collapsible metal tubes, Flexible Metal Co., Ltd., London, Eng.

TRADE MARKS REGISTERED IN CANADA

Archimid, with a figure, and AC monogram. Societe Anonyme Establissements Antoine Chiris, Paris, France Chypre Marceau, Jad'Or de Marceau, and Narcisse Marceau, perfumes, talcums, etc., J. A. Marceau Limitee, Mon-

Kutol, hand soap powder and paste, carbolated soap paste, etc., Precision Metal Workers, Chicago, Ill.

Perusal of the advertising pages is no less a real duty than scanning the text pages of this journal every month.



CYCLOHEXANOL SOAPS FOR LAUNDRY AND DYE HOUSE

BY N. WELWART

Cyclohexanol and methyl cyclohexanol on account of their alcohol-like character, are capable of transforming hydrous solutions of the alkali soaps into clear solutions that are excellent solvents for the higher hydrocarbons (benzine, mineral oil, paraffin, ceresin, petroleum asphalt, etc.), and also for benzene hydrocarbons and hydrocarbon chlorides. Fat oils and fatty acids are easily dissolved or emulsified by cyclohexanol soaps, while emulsions of fats and albumens are clarified. Blood, and blood serum and various other albuminous substances lose their coagulability when mixed with cyclohexanol soaps. Oil paints, varnishes, resins, asphalt, waxes, Para gum, tar, axle grease, etc., are dissolved and emulsified. When used with hard water the cyclohexanol soaps do not form precipitations of lime or magnesium soaps.

The presence of cyclohexanol and methyl cyclohexanol in soaps represses the hydrolysis and the colors and fibers most sensitive to the action of alkali are not attacked. The cyclohexanol soaps therefore are an ideal detergent and scouring agent for woolen fabrics. Usually these soaps are produced by neutralization of a mixture of sulfonation products of castor oil or its fatty acid, olein, water and a chlorinated hydrocarbon with alkali. Soaps that lather more profusely are obtained by melting equal parts of cocoanut oil, tallow and olein, together 100 kg., with 5-10 cyclohexanol and methyl cyclohexanol and stirring the mixture for half an hour to an hour with soda lye at a temperature of 70-80°. The cooled and solidified soap is cut into bars. In the laundry and the dye house the cyclohexanol soaps offer many advantages.-Seifensieder-Zeitung.

OTHER SOAP TRADE NEWS OF INTEREST

Our Washington Correspondence on page 613 tells all about the new Tariff Board inquiry into the vegetable oil and olive oil situation, which is a decided although not a final victory for soapmakers generally and for the Bureau of Raw Materials for the American Vegetable Oils and Fats Industry, in which organization John B. Gordon is a prominent factor. Mr. Gordon has made a long, persistent and successful fight against strong opposition.

Another item of interest is to be found on page 638 of this issue. James S. Kirk & Co. have been cited by the Federal Trade Commission regarding their methods.

On page 612 will be observed some interesting facts about the foreign status of the American soap trade up to January l, based on the latest statistics.

In the Trade Notes there are several items of interest to Soap Section readers. And the same holds good with most of our departments, for the Soap Section is devoted chiefly to technical matters affecting the trade.

RAPID METHOD FOR ANALYSIS OF SOAP POWDER

Much interest has been taken in the article on the "Rapid Method for Analysis of Soap Powder," printed on page 605 of our January issue, through the courtesy of the American Chemical Society. One of the authors, Fred F. Flanders, has written as follows to Industrial and Engineering Chemistry:

"Several letters have been received commenting on our 'Method for the Analysis of Soap Powder.'

"The formula for the calculation of sodium carbonate was incorrectly stated; naturally the whole volume of half normal acid must be multiplied by the factor 5 to bring it to tenth normal. From this is taken the back titration and also the ethylate titration, both being first reduced to tenth normal. The final result is then multiplied by the factor 0.0053, divided by the weight of sample taken, and of course finally multiplied by 100 to express the result in per cent.

In the reprint in this journal the calculation was cor-

rected.—En.] "We have tried various ways of checking up the factor 0.0306 for anhydrous soap. By determining the acid number of the fatty acids a corrected factor may be calculated. This will give better results in some cases, but not in all cases. will give better results in some cases, but not in all cases. Again, we have evaporated off the chloroform after titration, dried and weighed the residue, and calculated the correct factor as suggested by Joachim. Here also one may fall somewhat into error unless correction for unsaponified and unsaponifiable matter is made. In factory practice on the same type of samples this would undoubtedly be the best procedure.

"As we generally know nothing at all about the origin of our samples and may have a dozen at the same time, each from a different manufacturer, we prefer to determine mois-ture and test the correctness of our result by adding up the constituents, as stated in our paper. A large majority of the samples sum up around 98 to 99 per cent; some, however, fall as low as 94 per cent, others go as high as 106 per cent. Such samples, of course, should be checked by the gravimetric method. It should be noted also that when much sodium silicate is present there will be a slight error in the results of the sodium carbonate calculation. Such samples results of the sodium carbonate calculation. Such samples are recognized by failure to clear up after boiling with the excess of half normal acid."

Benjamin Joachim, 745 East 175th street, Bronx, N. Y., has sent this criticism to Industrial and Engineering Chemistre of the company of the c

istry, which prints it in its February issue:
"In the authors' method for the determination of anhydrous soap, the factor 0.0306 is selected, representing a soap which has a mean molecular weight approximately that of sodium stearate. A very incorrect result will be obtained, however, where the mean molecular weight of the soap used varies from the above arbitrarily selected value—i. e., a soap made from cottonseed oil foots.

"I would suggest that after titrating the fatty acids with sodium ethylate the resulting soap formed be evaporated to dryness in vacuo and the soap weighed. The mean molecular weight of the soap can be accurately determined from the weight of the soap can be accurately determined from the titration and the weight of soap (corrected for unsaponified and unsaponifiable matter). This value can be used for similar soap powders coming from the same source, provided the mean molecular weight is checked occasionally."

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HARDENING NAPHTHENIC ACIDS*

By ALBIN W. ARLDT, CHEMNITZ

The naphthenic acids and their sulfonic acids are known as liquid mixtures of various chemical compounds which so far could not be hardened by hydrogenation. That the hydrogenation could not be accomplished is due to the fact that some of the compounds contained in the mixture are saturated and will not absorb any more hydrogen, while the hydrogenation of others is prevented by the presence of disturbing impurities.

However, the transformation of the liquid naphthenic acids into solid products has been made possible by a new patented process (German Patent No. 360,329). The crude naphthenic acids are purified and freed from sulfuric acid and water and then subjected to chlorination. This process is best carried out at a temperature of about 50°, and the use of small quantities of iodine, bromine, or amorphous phosphorus as chlorine carriers has been found advantageous.

The chlorination process transforms the compounds contained in the naphthenic acid mixture at least partly into the corresponding chlorine derivatives. The hydrogen is replaced by equivalent quantities of chlorine with the formation of hydrogen chloride. In this manner chiefly monochlorides are formed, but also smaller quantities of more highly chlorinated products. At the same time the injurious impurities are oxidized and removed. From the reaction product obtained in this manner the chlorine is split off in acetic solution with the aid of lead acetate, sodium acetate, potassium acetate, zinc acetate, etc. The separation of the halogen in alkaline solution has not proved so successful.

During the separation of the chlorine the chlorine atom is replaced by the hydroxyl group and substances of the type of the oxy acids are formed, together with varying quantities of unsaturated combinations, which may easily be transformed into saturated ones by the addition of hydrogen. The product obtained by the chlorination and the separation of the chlorine is already more solid than the initial product, and it may be hardened further by hydrogenation, so that it can be used for the manufacture of solid soaps.

The method is explained by the following example: 200 g of crude naphthenic acids with the mean weight 233, an iodine number of 16.4 and an acetyl number of 4.9 are freed from all unsaponifiable mineral oil, heated with an addition of a little grain of iodine to about 30° and treated under vigorous stirring with a current of dry chlorine, until saturated. The mixture quickly heats itself to about 50° and in 12 hours absorbs 63 g chlorine, while hydrochloric acid gas escapes. After the chlorination product has been washed, it is a thickly liquid oil of neutral odor, with mean molecular weight 289 and iodine number 2.6. Separation of the chlorine is accomplished by digesting the chlorination product with a solution of an equal quantity of lead acetate in glacial acetic acid, until the precipitation of lead chloride ceases. The dechlorinated product is a thickly liquid substance, which, when saponified, furnishes a semi-solid to solid soap. The mean molecular weight is 291, the iodine number 31.4 and the acetyl number 143,

Catalytic reduction of the dechlorinated product with 5 per cent of a 10 per cent nickel-diatomaceous earth catalyzer at a temperature of 180° improves the consistency materially

and reduces the iodine number to 6.7. The solidification point is 23-24°.

Patent specification: Method for the transformation of liquid naphthenic acids into solid products, characterized by the fact that the acids are first subjected to a chlorination, then treated with agents binding hydrogen chloride, and finally also with hydrogen in the presence of the usual catalyzers.

A MEASURE OF DETERGENT ACTION

The Journal of the Society of Chemical Industry (Vol. 42, No. 37 pp. 373 T—378 T.) publishes an article by McBain, Harborne, and King enitled "A Method of Determining the Detergent Acting Soaps." Their method is to compare the amount of finely divided carbon carried through filter paper by solutions of various soaps. The "carbon number" of a soap solution is stated to be the number of grams of carbon carried through by one kilogram of soap solution under standard conditions. The "carbon numbers" are plotted against concentration values for the soap solution, and against percentage excess of fatty acid (or alkali) over concentration of soap. The results obtained are affected by concentration, temperature, and degree of acidity or alkalinity where the same soap is used. Uniformity of filter paper is also necessary to consistent results.

The curves plotted all show marked maximum carbon numbers corresponding to concentration values, the marked effect of slight variations of concentration, and of free fatty acid or free alkali. The carbon number is reduced by increase in temperature, but this relation may become less important where higher temperatures are necessary to dissolve the soap.

The following statement appears in the article: "We are not pursuing this investigation further, in the expectation that the problem will be studied in America by the Fellow appointed by the Palmolive Company."

In anticipation of criticism, the authors state: "The action upon carbon black may be to a certain extent specific and insofar not quite parallel to the effect on oily matter, or on emulsification, or on frothing; this would merely limit, but not destroy the value of the direct information obtained."

CONCENTRATED SOAPS

J. Leimdörfer states (*Chem. Umschau*, vol. 30 [1923] pp. 149-51 and 157-61) that milled soaps can be made directly from kettle discharge. The hot soap is concentrated to 82 per cent fatty acid content in less than one minute by passing over hot drying rolls, being discharged in the form of a plastic powder which is formed into cakes by hydraulic presses.

This same procedure applied to laundry soaps obviates the necessity for using hardened fats, as many oils give soaps of acceptable consistency by this process. Of course, the product has a higher fat content than soap made by ordinary methods.

Pays for an Extra Copy to Keep a File

(J. M. Williams (with Marinello Co.), 226 South 16th Street, La Crosse, Wis.)

Enclosed please find a check for a year's subscription to The American Perfumer. We receive it at the Marinello Co., but I find so much information in it that I desire to save each copy for myself and keep them for future reference.

^{*}From Seifensieder-Zeitung, vol. 50, No. 18, page 253.

SOAP MARKETS OF CENTRAL AMERICA AND MEXICO

Survey of Export Outook Gives Pointers to Manufacturers; Facts and Figures Are Dug Up to Show Increase in Soap Trade Chances

An article in our January issue discussed in some detail the general aspects of the problem of the introduction and sale of American soaps of all kinds in foreign markets. It was pointed out at that time that there is a large and constantly increasing demand for soaps of all sorts in virtually all parts of the world. It has been said that consumption of soap is an index of civilization. At present rate of growth of the trade and industry, it is apparent that "civilization" in the sense of soap consumption is spreading to all parts of the world and is increasing in even the most "civilized" centers. The share of the United States in this world trade in soap is not as large as it might be. The markets exist but they have not been cultivated to the degree where there is even an approach to saturation. The steps which should be taken in the various world markets for soaps and a brief description of the markets in various sections of the world will be the subject of this and subsequent articles in the series.

Possibly, the most logical and best markets for immediate cultivation by the American exporters are those which lie closest at hand. It is quite evident that in these markets, the United States has certain definite advantages of location alone in competition with foreign competitors for the trade. In the first place, freight rates on exports to these countries are favorable. In addition the expense of selling in these markets is not so large as in more distant ones. There is also the added advantage, although, unfortunately, this is largely a theoretical one only, of closer and more intimate knowledge of the customs and traditions of trade in these markets. Hence, it has seemed best to discuss first the markets of our nearest neighbors, Mexico and Central America

The Mexican Market

Of these, it is the Mexican market which has in the past yielded the greatest returns to the American exporter and while conditions in the Mexican Republic have been so unsettled and unsatisfactory during the last ten years, there is little doubt that at least a start has been made in the introduction of American products into the country. What could have been done under more stable governmental conditions cannot be told. It is sufficient to know there is a market there and that this market is capable of considerable expansion.

The most recent statistics, those for the complete year 1922, show the following totals of soap exported from the United States to Mexico:

	Pounds	Value
Toilet and Fancy	177,112	\$54,843
Laundry	28,485,865	1,999,650
Other soap	1.098.274	103,476

It will be seen that the bulk of our trade with Mexico is in the cheaper laundry grades and in this class of trade, according to best information available, the United States is far in the lead of other nations. The sale of American toilet and medicated products is increasing but the increase is slow indeed. A large share of the toilet soap market is now in possession of French and Spanish manufacturers who have specialized on certain highly scented products much

in demand. There is, it is believed, an excellent chance for expansion of this trade and less for the laundry soap business. The larger share of the business is done on sample, according to American consular officers stationed in Mexico. An adequate covering of the territory by American manufacturers of toilet soaps and a judicious use of attractive samples should increase the share of the United States in this desirable trade.

In regard to local factories, they are on the whole small and rather poorly equipped. There are no definite figures available as to total production but it may be said to run in the vicinity of 5,000,000 pounds annually. The bulk of this is low grade material used largely for laundry purposes. It does not compare in quality with the imported materials but it can be sold at a fraction of the cost of American and other foreign soaps and there will always be a demand for it among the poorer classes of the native population. The bulk of the raw materials for this production are secured locally and at light cost, while packing and shipping problems are not particularly difficult.

One of the principal factories, located at Acapulco, may be said to be typical of the more important local groups. This plant, which is under the management of Spaniards, employs about 40 workmen at wages ranging from 1 to 5 pesos a day. Its output is estimated at between 1,000,000 and 1,500,000 kilos of soap annually. Recently, owing to unsettled conditions, this rate of production has not been maintained, the output falling well below 1,000,000 kilos in 1921, the last year for which figures are available. The machinery, which is principally of European origin, is not very extensive nor is it of the most modern type. Nearly three-fourths of the raw materials used are of Mexican origin, the remainder, principally chemicals, being imported from England and the United States. There are no exports of soap from this factory nor from other Mexican plants as a general rule. The product sells for about 20 cents U. S. currency per kilo and is all absorbed locally. It is principally of low grade, suitable only for laundry and other rough purposes. The competition of these local plants, it will be seen, will hardly be felt among the classes of trade which might afford a market for American products. Their product, indeed, may be be said to form an excellent introductory material, preparing the way for higher grade products of foreign origin.

Guatemala and Honduras

The market in Guatemala will require a deal of cultivation before it becomes an extensive and important one. According to American consular officers less than five per cent of the population at present would afford a market for imported soaps. Sales have been relatively small, the total soap imports during 1921, the last year for which definite figures are available, being only 142,784 kilos. This is a sharp decrease from the 1913 consumption when something over 200,000 kilos were imported. In 1922, exports from the United States to Guatemala were as follows:

	Pounds	Value
Toilet and Fancy	48,242	\$28,181
Laundry		7.058
Other soap	9,209	1,379

Comparison of these figures with the totals will show that the United States is the leader in the trade. Small quantities are brought in from various European countries, chiefly France, England and Germany. The soap requirements of the bulk of the native population are supplied by small local factories. It is of very poor grade but seems to satisfy the consumers. It is usually made in the form of a ball. Its consumption is probably in excess of 85 per cent of the total soap needs of the country. There is little chance of supplanting it with foreign materials because of its cheapness and the character of the trade. It will require

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progress in this section of the market. Conditions in Honduras and British Honduras are favorable for some expansion of our soap trade with that country, although manufacturers in the United States are already well grounded in the field, especially in the lower grades of The large producers here are making steady shipments of laundry soaps and gradually increasing shipments of the toilet and perfumed grades. Local factories are small and unimportant and their product on the whole is poor. The extent of our exports to these countries in 1922 was

	Hono	Honduras British Hondu		onduras
Toilet or Fancy Laundry	872,652	Value \$23,922 62,947 2,582	24,618 436,500	Value \$6,096 27,437 1,372

Toilet soaps are also imported in large quantities from France and to some extent from Spain and England. The preference is for highly perfumed and bright-colored products. Introduction should be made by sample and if the proper articles are offered at competitive prices, there is a possibility of a growing trade. In laundry soaps, the United States virtually controls the field. Increased exports must thus arise from increased general consumption. Duties are assessed as follows in U. S. currency: Laundry soap, 4 cents per kilo; soap powders, 20 cents per kilo; perfumed soaps without wrapping, 30 cents per kilo; perfumed toilet soaps, 50 cents per kilo. Shaving soaps and medicated soaps are also assessed at 50 cents per kilo.

Nicaragua and Costa Rica

Local soap factories supply a moderate proportion of the ordinary grades of soap in Nicaragua, but there is a growing market for foreign products which has received some little attention from the American manufacturers. The toilet soap trade has only recently been cultivated by the American producers, but they already have a fair share of the business. This can be increased materially, since the demand is growing and the products of this country are being very favorably received in competition with the French articles which formerly held the market, especially on perfumed materials.

Duties on laundry soaps are small and this has led to eavy importations. The rate is $3\frac{1}{2}$ cents per kilo. Cotheavy importations. ton oil, olive oil and castile soaps are assessed at 10 cents per kilo and are also made locally in a small way. Toilet and medicinal products must pay a duty of 25 cents per kilo. They are entirely of imported origin. The quantities shipped by the United States, which is the leader in the soap trade of the country in 1922, were as follows:

	Pounds	Value
Toilet or Fancy		\$17,053
Laundry	462,009	24,007
Other soaps	5.783	927

The market for laundry soap in Costa Rica is very largely in the hands of small local factories which have been protected in this trade by heavy duties. In fact, this market is one of the most difficult of cultivation in Central America owing to the fact that the tariff schedules are high and are payable upon the gross weight of the shipment. The duties per gross kilo computed in Costa Rican currency are as follows:

~~	olones
Ordinary soaps for laundry purposes	.30
Soap for disinfecting	.40
Soap, soft and hard, for medicinal compounding	.80
Perfumed in cakes weighing not more than 50 grams.	1.20
Shaving pastes and soaps and unscented toilet soaps	2.00
Scented toilet and medicinal soaps	3.40

^{*}The colones equal .4653 U. S. currency.

These duties have led to a neglect of the market by American manufacturers, although the standard brands of American soaps can be purchased in the country. too high in price to be really attractive to the native population, however. The following figures will show the effect of these duties upon the trade. They are the U. S. export totals for 1922:

	Pounds	Value
Toilet or Fancy	. 18,786	\$9,735
Laundry		1,473
Other soaps		2,655

Panama a Good Market

Next to Mexico, the republic of Panama is the largest buyers of American soaps of all varieties. The reason for this is to be found in American control of the Canal Zone and American influences at work in the country. The imports of all classes of soap are largely in the hands of the United States manufacturers already and they are shipping large quantities regularly into a growing market. There is some sale for French and British toilet and fancy grades but the principal market is for American products. Local manufacture is unimportant and takes but a very small share of the trade, principally that class which would not be interested in foreign products in any event. The ports from the United States in 1922 were as follows: The ex-

,	Pounds	Value
Toilet or Fancy	179,832	\$52,594
Laundry		163,522
Other soaps		22 058

There is an excellent chance for further development along the line of toilet and fancy goods but less opportunity for introduction of new brands of laundry soaps. merchants stock virtually all of the best known brands of American products and the competition facing a new entry into the field would be difficult to overcome.

Briefly, this is a picture of the Central American market for the American soap manufacturer. It can be improved and expanded but to do so will require effort. Local salesmen where possible and in any event correspondence in Spanish will be necessary for the manufacturer seeking to enter these fields. He will be rewarded in proportion as his products meet the requirements of the country to which they are offered and as his efforts to sell are directed in the proper channels.

The next article in this series will discuss the markets of South America, which afford considerable room for

expansion of American exports.

SOAPS IN NETHERLANDS EAST INDIES

American soap and shaving cream makers are dropping backward in the Netherlands East Indies, according to Consul Charles L. Hoover, at Batavia. He says:

"The manufacture of both toilet and laundry soap is a growing industry in the Netherlands East Indies, and the soap produced is of such quality that it can compete with the imported article, although the lack of animal fats limits the manufacture to such kinds as can be produced from vegetable oils.

"The customs returns do not show the quantities of soap imported but only the values. The 1922 importations of toilet soap into Java and Madura were valued at 1,121,295 florins; the 1921 importations at 1,862,324 florins; while the importations of laundry soap were worth 1,572,077 florins in 1922 and 1,731,537 in 1921. The principal sources of supply of toilet soap were Great Britain, Japan, the Netherlands, Germany, and France, named in the order of their importance. Seven-eighths of the laundry soap came from Great Britain and nearly half the toilet soap. Imports from the United States decreased from 18,000 florins in 1921 to 1,000 florins in 1922. There has been a considerable trade in shaving cream with the United States in past years, but the poor quality of the metal used in the tubes is responsible for the loss of most of this trade. The tubes apparently contain too much lead, which oxidizes and crumbles to dust, thus exposing the soap to deterioration and loss."

TRANSPARENT SOAPS*

By Dr. J. LEIMDOERFER

The transparent or glycerine soaps are hard (soda) soaps which are translucent even in a comparatively thick layer, so that written or printed matter placed under them remains plainly visible. In their transparency these products of the soap industry, if properly manufactured, resemble glass and they may be used to produce esthetic effects, as the transparency can be increased still further by coloration.

In the eyes of the public the transparency of these soaps guarantees their purity to a certain extent. This popular confidence is not unjustified, in spite of the fact that soaps of this kind are filled like most others. The filling has certain limits which cannot be disregarded. Their glycerine content makes them valuable products that combine an excellent cleansing effect in addition to their beauty.

Transparency's Cause Still a Mystery

The causes of the transparency are still unexplained and the soaps cannot be manufactured according to established principles. We have to depend on the old practical recipes and are compelled to cling to them, because mistakes can only be corrected with the greatest difficulty, if at all.

The purpose of this article is to explain the conditions existing in the transparent soaps and to offer means which may make it possible to ascertain by control tests during the boiling whether the desired goal has been attained, and also to locate possible errors in the production.

W. D. Richardson (Journ. American Chem. Soc., 1908, No. 30, page 416) discusses the theory of the transparent soaps. According to his view these soaps are supercooled solutions which do not crystallize, because of the action of certain checking agents. He claims that the solutions will readily crystallize, if the soaps are inoculated with "real" soap crystals. In this case the soaps lose their transparency, however, and they can be made opaque by drying in the desiccator over sulfuric acid. F. Goldschmidt supports the views of Richardson and points out that the grain of the natural grain soaps also represents an actual crystal that has been produced by normal crystallization from the mother liquor, in this case the basis of the grained soft soap.

Colloidal Principles are Suggested

Although I obtained Richardson's "crystals" after considerable trouble I was not able to separate crystals from the transparent soap, nor from the grained soft soap. Under the circumstances there was nothing left to me but to attempt the explanation of the phenomena on a colloidal basis, and my efforts in this direction were completely successful.

We may, therefore, safely claim that the theory of "soap crystals" is useless in this case and does not explain the development of the transparent soaps. But the development of these soaps can be followed intelligently, both in theory and practice, if we consider them as colloids.

Transparency is a common characteristic of all soap pastes at the production temperature. If we produce a cold process soap we first obtain a white, opaque emulsion which after a time becomes so viscous that it no longer flows from the vessel and has to be removed with the shovel. But if we insert a thermometer into the frame, await the highest

temperature and then remove the solidified upper crust we find a honey-yellow, clear, viscous substance that appears entirely transparent in the heated state.

Settled soaps are likewise transparent in their hot state. The original emulsion is transformed into a clear, transparent viscous liquid which characterizes the filled soaps produced by the semi-boiled process. After a grain soap has been boiled and separated in the proper manner we also find a honey-yellow, clear, hot soap under the aerated layer in the kettle.

When the solidification test of an Eschweger soap is made we always consider it most important that the sample on the glass plate after a certain time reacts to the pressure of the finger by the appearance of a small, clear and transparent spot. This proves that these soaps are all transparent at their production temperature. The transparency is most pronounced in potash soaps which have to retain it as perfectly as possible in their cold state, if they are to be considered perfect products.

All Soaps Transparent at Certain Heat

These facts are generally known and proved by experience and justify the following conclusion:

All soaps are transparent at their production temperature, or: transparency is a common characteristic of hot soap in the form of pastes.

Knowing this principle from experience, we are interested as to which soaps retain their transparency and which lose it. Transparency is retained perfectly by the smooth soft soaps (pure potash soaps) and to a large extent by the natural grain soaps. The base of the latter remains perfectly transparent, while the grain loses the transparency. Natural grained soaps also are pure potash soaps. The silver soaps (potash-soad soaps) lose transparency in a larger measure and grained, semi-grained and filled soaps are only transparent to a very limited extent (edge transparency).

The obvious cause of loss of transparency is the falling of the temperature. This seems to show that the cooling of soaps produces reactions that affect transparency unfavorably. Let us now investigate the conditions which cause the loss of transparency.

The smooth soft soaps are products capable of retaining their transparency fully even in ordinary temperature. If the loss of heat is able to disturb the transparency there must be a temperature at which these soaps also lose their transparency.

We place smooth, soft soap on a beaker and insert the latter in a freezing mixture, with a thermometer in the soap. At the moment when the temperature of the pure linseed oil soap with a fatty acid content of 42 per cent sinks below 2°c., the soap begins to cloud slowly and at—10° it becomes totally opaque and hard. A linseed oil soft soap therefore beomes opaque—nontransparent—as soon as it reaches a crumbly, hard state. Melting the soap carefully we find that it has lost its structure. It gives up water and when thawed out forms a structure resembling honeycombs from which the honey has flowed. The normal state of the soap can only be restored by heating to the production temperature and stirring.

The phenomenon produced by the reduction of the temper-

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^{*}From Seifensieder-Zeitung, Vol. 50, No. 29.

ature was nothing else than the transformation of the soft, plastic soap substance into a "hard" soap of stable form. In the soft soap we had an "emulsoid," that is a colloid solution in which a liquid fatty acid salt was in a state of equilibrium with a likewise liquid electrolyte solution. This state of equilibrium of the two components we know as "potash soap."

When we caused the temperature to fall, one of the components, namely the pure soap, was solidified. If one component of the colloid solution is a solid substance and the other a liquid we no longer have an emulsoid, but a "suspensoid," that is a representative of the type "solid and liquid," similar to the suspension of chalk in water, where the chalk is the solid, the water the liquid portion.

Seen When Soft Soaps "Freeze"

The suspensoid is not able to bind as much water as its emulsoid, and a part of the water content is therefore thrown out. This fact is not infrequently observed when the soft soaps "freeze" in winter.

From this we see that the soap loses its transparency when the emulsoid is converted into the suspensoid.

If the potash soap is separated from the lye adhering to it by pressing, after the ice has been melted, we obtain a soap showing a fatty acid content of about 67 per cent that can also be produced by the graining of potash soap with potassium acetate. Not the slightest trace of a crystalline growth is discernible.

Practice teaches that the finest soft soaps are obtained from linseed oil, and that their transparency is increased, if the linseed oil is well clarified and of as light a color as possible. The linseed oil used for glycerine soft soaps is therefore always subjected to a preliminary purification.

therefore always subjected to a preliminary purification.

Linseed oil is characterized by a specific chemical composition that is about as follows:

7.5 per cent solid fatty acids,

78.5 per cent linoleic acid, 14.0 per cent linolenic and isolinolenic acid.

These figures prove that the content of solid fatty acids in linseed oil is comparatively small. Almost 80 per cent of oil consists of liquid fatty acids and the composition therefore is comparatively uniform. Therein lies the suitability of this oil for soft soaps.

The solid constituents of the oil incline to the formation of "suspensoids" at a comparatively high temperature, but as the solid fatty acids in the linseed oil only amount to 7.5 per cent or less, the formation of suspensoids at ordinary temperatures is limited to a minimum. We obtain soaps that contain 95 per cent emulsoids of the linoleic, linolenic and isolenic acids and therefore show great inclination to furnish soaps of a glass-like transparency.

If our supposition is correct that the high transparency of the soft soaps is due to the small chance for the formation of suspensoid colloids in the linseed oil, or rather in the potassium salts of its fatty acids (because the solid fatty acids are present only in small quantities) we have to furnish proof that the transparency of the linseed oil soft soap can be correspondingly reduced by the addition of solid

This proof we have in the natural grain soaps. If we take 90 per cent linseed oil and 10 per cent stearine and produce a normal soft soap we obtain a smooth, transparent soap that hardly differs from a pure linseed oil soap. But if this soap is placed in the cool cellar for a few weeks, the grain formation sets in and in the clear, honey-like jelly we find the solidified grains of the soft soaps like little fish. Analysis of the grain and base shows that a separation of the solid and liquid fatty acid salts has taken place. The quantity of opaque separations increases in proportion to the reduction of the linseed oil in the mixture of the potash soap and the increase of the stearine addition, until we arrive at a product that is completely permeated by separations, so that the transparent soap only shows through between the grains. The same result is obtained, if we use soda in the place of potash and produce soda-potash soaps, the so-called "silver soaps."

If we proceed further, step by step, omit the potassium salts of the fatty acids and use soda exclusively for the saponification, the formation of suspensoids is bound to increase at normal temperature, because the sodium salts of the fatty acids generally have a higher melting point than the potassium salts. Using fats rich in stearine in increasing measure for the mixture, we get suspensoids predominant in the soaps and the whole character of the product will be dominated by the qualities of the suspensoids, while the qualities of the emulsoids diminish. We have now closed the whole ring and can quickly prove by experiments that the temperature at which a hot soap becomes opaque depends on the melting point of the fatty acids or of the fatty acid salts. Nobody will claim today that a cold process coconut oil soap is a crystalline product, but this would have to be believed, if the statements of Richardson and Goldschmidt were to be accepted.

(The automatic transformation of emulsoids into suspensoids plays a still very much neglected, but nevertheless important, part in our daily life. The fact that bread and baked goods generally become stale has often been a bone of contention in professional circles since it was proved that the staleness is not caused by the loss of water. The cause in this case also is the conversion of the system "liquid" into the system "solid+liquid." The same change takes place in dried fruits, vegetables, meat, etc., unfortunately in most cases in an irreversible form which reduces the wholesomeness of such products materially and under certain circumstances may cause serious illness.)

Natural Grain Soap an Example

Taking natural grain soap as an example, let us now study the tranformation of the emulsoid into a suspensoid. A grain soft soap is produced according to exactly the same rules as a smooth soft soap. It is even advantageous to keep the lye excess not as high as for smooth soft soaps, because soft soaps that are too sharp become too viscous and this prevents the favorable and beautiful development of the grain. To avoid this is important, as otherwise one might be inclined to assume that a large alkali excess exerts a coagulating influence on the soap, and that the grain is a product of the electrolyte action in the soap.

These statements can be confirmed by the following analyses:

SMOOTH SUFT SUAP	
Fatty acid	41.6%
Total alkali	
Combined Alkali (K ₂ O)	6.7%
K ₂ CO ₃	3.8%
KOH, free	0.8%
NATURAL GRAIN SOAP	
Fatty acid	38.6%
Total alkali	9.5%
Combined Alkali (K ₂ O)	6.4%
KOH, free	0.26%
K ₂ CO:	4.2%

We find that there is hardly any noticeable difference in the alkali content of the two soaps which contain 90 per cent linseed oil in the natural grain soap and 100 per cent in the smooth soft soap. The difference is still further reduced in favor of the natural grain soft soap by the fact that its fatty acid content is lower and its water content therefore higher. This naturally exerts a diluting influence on the concentration of the alkali.

We now have the analytical proof that the transformation of the natural grain soap is not due to the concentration of the alkali, but to an internal change in the colloid solution.

How is the grain formed in the soft soap?
This is also explained by analysis. The fatty acid content of the base decreases, while that of the grain increases.
Herman Libe determined the following values in the base and grain of natural grain soaps:

Fatty	acid	 	 		 0 0	 		Grain 72.7
Total Comb							9.1 5.9	12.3 12.0
Free							6.29	0.3
K CO				 	 	 	-	1.0

When the part of the potash soap that changed into suspensoid is separated, it surrounds itself with a halo of the separated aqueous alkali solution and becomes mobile. This solution produces canals which permeate the whole soap in all directions and cross each other. Carried by the current of these canals the supensoid particle travels to the junctions of the canals, where larger cavities have been formed in the soap. In these cavities the suspensoid part of the soap collects and grows into the grain. That these wanderings take time need hardly be explained. Every soapmaker knows how much time it takes to distribute the lye evenly in a "closed" soap, although the work is aided by the boiling motion. A similar process takes place in the graining of the soap. The long time required for the graining of the soap would be a stribing proof of the collection. ing of the soap would be a striking proof of the colloid character of the reaction, even if no other and more obvious

with the aid of our conception of the graining process we have no difficulty to find means for the prevention of the

graining. This can be done:

Firstly and surely, by preventing the transformation of the emulsoid into a suspensoid. This is accomplished in the most simple manner by keeping the soap at a comparatively high temperature. For the soap under discussion a temperature of 40° is sufficient to exclude the graining.

Secondly, by producing a soap of a viscosity degree that makes the above described movements of the separated suspensoid impossible. This is accomplished by evaporating the soap strongly and making it highly caustic, or by keeping it at a temperature low enough to prevent the wandering of the particles. Both ways are available. An over boiled soap will no more form a grain than one kept under

(To be Continued)

FACTS ABOUT THE SOAP TRADE IN INDIA

Vice Consul Harold Shantz, Calcutta, writes: Two facts stand out in connection with the soap trade in India: Imports, especially of household and laundry soaps, are almost exclusively in the hands of the British, while in the cheapsoap trade local production is increasing to such an extent that it is difficult for foreign soaps to compete. There is, however, some competition from American shaving soaps, and high-grade American toilet soaps are found in all the leading shops; some of the lower-priced toilet soaps come from Japan. An Indian company has recently been organized by one of the largest British makers for the manufac-

The import figures for soaps (18,903 tons in 1913, 18,348 tons in 1920, 10,031 tons in 1921, and 13,347 tons in 1922) seem grotesquely small when compared with the vast population, but it should be remembered that the low wage of the Indian workman will not permit the purchase of imported toilet soap, and a market must be found among the Euro-

nean community.

Fewer Farmers Make Their Own Soap

According to a survey made by H. S. Brutton, head of the Market Research Bureau of the Procter & Gamble Co., "the use of fine soap flakes for washing silk stockings and fancy silk lingerie has shown a tremendous increase in rural sections, which indicates that the farmer's wife and daughter are now enjoying all the privileges of their city sisters."

The research and comparative statistics show that the consumption of manufactured soap in suburban territory is now nearly equal to that in urban territory, whereas ten

years ago it was 25 per cent less, "Only a few years ago," says Mr. Brutton, "many farmers made their own soap at certain times of the year. Now, due to improved manufacturing conditions, resulting in greater economies and better quality in the finished product, it is quite uncommon to find a farmer who makes his own soap. Advertising in all its forms is to be given most of the credit for this condition."

FEATURES OF SOAP MATERIAL MARKET

(Continued from Next Page)

from first hands in regard to delayed shipments or failure to order out tonnage. There is no prospect of any change in the price of domestic alkalis. They are firmly fixed at the present levels and nothing short of a complete change in the method of doing business will alter them in the immediate future. Foreign material is unsettled and irregular but on the whole is not much changed from our report of a month ago. Caustic potash of German origin has had its ups and downs, but closes in about the same position as last month. Acids have been somewhat weaker and reports are current in New York of shading on sulphuric when bought in a large way. This has failed to affect makers' prices, however, and unless the competition becomes more severe, it is probable that they will not be greatly altered during the next few

Other Soap Materials

The rosin market has been a disappointment to the naval stores people. They had expected a good month and have gotten practically nothing. The demand has been very poor and together with the loss in domestic business there has been a virtually complete cessation of orders from abroad. Receipts continue in good volume and shipments from the South have been poor. The result is a piling up of stocks and very decided efforts on the part of holders to unload. Lower prices may be expected unless demand turns suddenly for the better. Other items are pretty steady, although the movement has been in small parcels only during the month. Sellers look for better business but it does not appear that they will get it in the immediate future unless conditions are decidedly altered.

PUSHING POTASH DEVELOPMENT IN U. S.

The problem of rendering commercially available the enormous domestic supply of potash represented by the green-sand deposits of New Jersey, the alunite deposits of Utah, the leucite deposits of Wyoming and the cement dust of various parts of the country has been attacked by the Department of Agriculture from an entirely new point of view during the fiscal year.

The announcement of conclusions at this time would be premature, says the Chief of the Bureau of Soils, but the results obtained to date are of a very encouraging nature and offer the promise that the cost of extracting potash from these raw materials will be greatly reduced. This work is being carried out with a full understanding and utilization of the results obtained in the extensive war-time investigations of these raw materials.

Patent for Process to Produce Glycerol

According to U. S. Patent No. 1,477,113, issued to Harry Essex and Alger L. Ward, assigned to the du Pont Co., glycerine is synthesized from chlorolefines especially allyl chloride. The method according to the patent claims is essentially as follows:

"The process of producing glycerol which comprises cooling vigorously stirring a mixture of 225 parts af allyl chloride and about 4,000 parts of water solution containing from about 215 to 220 parts of sodium hypochlorite, while passing carbon dioxide thereinto until a test shows only a small percentage of hypochlorous acid, then adding from about 150 to 400 parts of sodium carbonate, heating the resulting mixture containing dichlorhydrins at about a boiling temperature to hydrolize the dichlorhydrins to glycerol while distilling off any unchanged allyl chloride, and then removing salts which are present."

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MARKET REVIEW ON TALLOW, ETC.

TALLOW

(Written Specially for This Journal)

From the recent top price of 8½ cents per pound delivered to buyers' plants, at which figure about five to six million pounds changed hands and were taken by several of the leading soapers, the market reacted steadily with latest sales effected during the latter part of last week at 8 cents per pound delivered to buyer's plant.

Grease weakened with good quality house grease in drums to 6% cents per pound and other grades at relative values.

The value of choice white grease guaranteed all hog product which several months ago sold as high as 10¼-10½ cents per pound fas New York, gradually weakened with sales during the past ten days as low as 8¼ cents per pound although the market now has strengthened to about 8¾ cents per pound, all of which had a tendency to depress values in general at middle west and western points.

Indications point to the likelihood of a steady market and a possible upward reaction in prices in the near future on tallows as well as greases.

February 11, 1924.

TOBIAS T. PERGAMENT.

GLYCERINE

(Written Specially for This Journal)

Since our review of January 15 the market has been practically unchanged. Business in chemically pure has not been very good and there has been some shading of prices, but at the present time the demand is a trifle better and sellers are somewhat firmer in their views. The price generally quoted, at time of writing, is 161/2 cents per pound in bulk, but it is known that there have been cases where this figure has been discounted, while on the other hand, as high as 17 cents has been obtained at times. Government figures just at hand indicate rather large stocks of all grades at the end of 1923, but with a normal demand from the explosives people these should be materially decreased within the next six months. Prices for glycerine are low comparatively and any change, it seems to us, should be for the better. While we are not inclined to look for any high prices during the present year, we feel that there may be some advance over quotations now ruling and that there is not much likelihood of a decline.

February 11, 1924.

W. A. STOPFORD.

VEGETABLE OILS

(Written Specially for This Journal)

In reviewing vegetable oils during the last thirty days, we find that comparatively little oil changed hands. The demand from soap manufacturers has been very small since our last review, particularly during the past two weeks. This may largely be attributed to the easier tendency during this time of animal fats.

Cocoanut oil seems a little easier but the situation in Manila is practically unchanged and the copra market in the Orient is still very strong. Sales of a few tanks cocoanut oil have been made recently at 8% cents Pacific Coast.

There seems to be an abundant supply of palm oils on spot and additional quantities are reported to be afloat. Although the market here is quite inactive, the palm oil market in Europe is steady.

Sulphur olive oil is being offered more freely and it is expected that Europe will commence offering, also shipping quantities of new crop foots shortly.

Crude corn oil along with crude cotton oil has been a little lower. With the reduced price of corn oil, it would not be at all surprising to see a fair demand from automobile soap manufacturers as Soya Bean Oil is scarce and comparatively higher.

February 11, 1924.

A. H. HORNER.

.15

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INDUSTRIAL CHEMICALS

The market for alkalis has been a very firm one during the month, although the spot demand has been comparatively light. The withdrawals against existing contracts would seem to indicate that soapers and other alkali consumers are doing a fairly active business. There has been no complaint

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Special, .073/4. Edible, New York, .69. Yellow grease, New York, .061/2. White grease, New York, .071/2.

Rosin, New York, February	
	I 5
D 5.90	K 6
	M 6.
	N 7.
3 5.90	W. G 7.
H 5.90	
Starch, Pearl, per 100 lbs	\$3.17 @
Starch, Powdered, per 100 lbs.	
Stearic acid, single pressed, per	

Soap lye, crude, 80 per cent, loose, per lb.. Saponification, per lb.....

Oils	
Cocoanut, edible, per lb. .10½@ Cocoanut, Ceylon, Dom., per lb. .097%@ Palm, Lagos, per lb. .073¼@ Palm, Niger, per lb. .07	.101/8
Palm, Kernel, per lb	.10
Cotton, crude, per lb., f. o. b. mill	
Soya Bean, per lb. .12½@ Corn crude, per lb. .11¾@	.13
Castor, No. 1, per lb	
Peanut, crude, per lb	
Olive, denatured, per gal	1.15
THIVE POOLS DEIME GREEN DEP ID III NO	Hillida

Chemicals

Soda Caustic, 76 per cent, per 100 lbs 3.20 @ 3.30
Soda Ash, 58 per cent, per 100 lbs 1.38 @ 1.45
Potash, caustic, 88@92 per cent, per lb.
N. Y
Potash Carbonate, 80@85 per cent, per 1b.
N. Y
Salt, common, fine, per ton
Sulphuric acid, 60 degrees, per ton10.00 @11.00
Sulphuric acid, 66 degrees, per ton15.00 @16.00
Borax, crystal, per lb
Borax, granular, per lb
Zinc Oxide, American, lead free, per lb07%@ .08¼
Zine Oxide, American, lead free, per lo 10/8@

Coumarin, C. P.

Large and small crystals of rich, fragrant odor

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Deal Direct with

Bicarbonate of Soda Liquid Chlorine Caustic Soda Bleaching Powder Soda Ash

the Manufacturer

Sesquicarbonate of Soda

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York, New

5.95 6.30 6.75 7.00 7.65 7.85

.17 .15 .10½

.11 .101/8 .08 .071/4

nominal nominal

1.15

nominal 1.45 .07 .07

Hb

07.07 011.00 015.00

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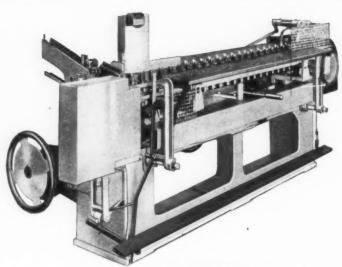
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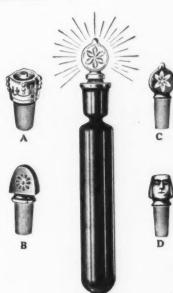
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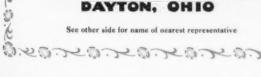
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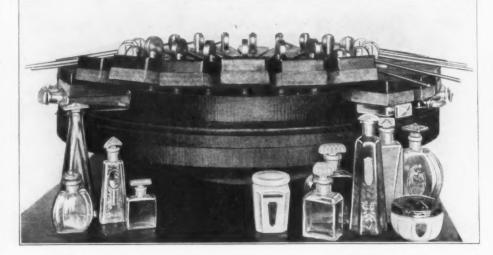
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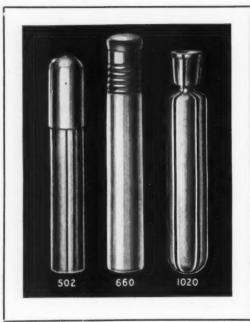
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Beautiful Vanity Puffs

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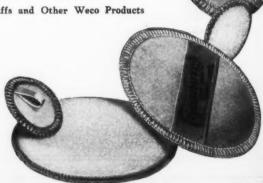
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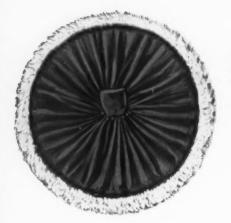
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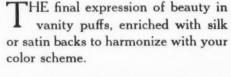
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We have a complete line of evaporating equipment for the recovery of crude glycerine from soap lyes, Twitchell and Autoclave waters, etc., in capacities from 500,000 to 10,000,000 pounds of fats saponified per year, both in single and double effect systems. Plants are supplied complete in every detail, with blueprints and instructions for erection and operation, and need only to be erected and connected to steam, water, and lye lines.

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Our many years experience in the design and construction of soap plants in all parts of the world allows us to offer our facilities for the design of new plants, as well as the modernization of existing plants, and to assure customers of the benefits of this wide experience.

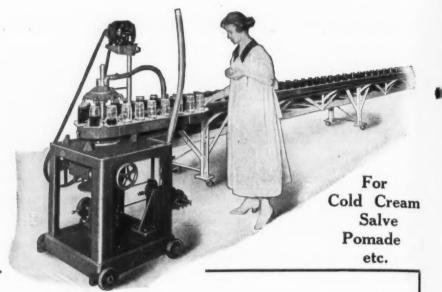
We are especially equipped, through our varied and thorough knowledge of the soap industry, to devise new and effective means of carrying out the process of soap making, both for standard or for special articles.

Inquiries:

We solicit inquiries covering the above, requesting that specific information as to quantities, raw materials, power requirements, etc., be furnished.

HOUCHIN-AIKEN CO.Inc.

ENGINEERS & MACHINISTS
26 COURT ST. BROOKLYN, N.Y.



Visco Filling Machine

This is the machine that is filling Vick's Salve, Musterole, Mentholatum.

Hudnut, Vivaudou, Pond's, Larkin and Rigaud Cold Cream.

Pomades like Hair-Groom and Stacomb.

LePage's Paste and many similar products filled in a semi-liquid state.

These and other manufacturers use the Visco Filling Machine for this difficult work and get clean, accurate, and better-filled packages at lowest cost.

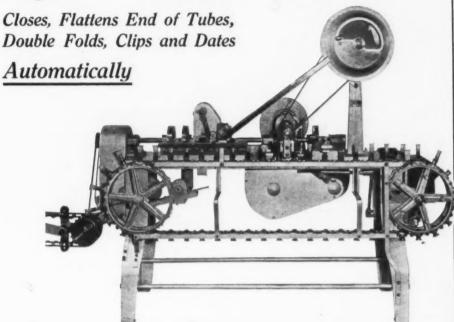
Just one operator. 30 to 60 jars a minute filled uniformly without waste or mess of any kind.

We manufacture complete equipment for rinsing and drying jars, filling, cooling, screw capping, conveying, etc.

THE KARL KIEFER MACHINE CO.

Cincinnati, Ohio

Higher Production at Less Cost



High Average Production From 40 to 50 tubes per minute are handled by this machine.

Each tube is closed, the end flattened, double folded, clipped and dated—and it is all done neatly, smoothly and automatically.

Only One Operator Needed Only one operator is required. Finished tubes are discharged from machine conveyor by simple ejector. Motor drive.

Now operating satisfactorily in five nationally known plants. One of the largest writes us: "From all indications this machine is going to be a great labor saver as well as making a neater package."

It will produce the same results for you.

THE

Weimann Bros. Manufacturing Co. DERBY, CONN.

















We offer Spring Distillation only. The Finest Quality Obtainable. Quotations on Request.

Exclusive American Representatives

ORBIS PRODUCTS TRADING CO., Inc.

General Offices: 215 PEARL STREET, NEW YORK

Branch Office: 159 N. State St., Chicago



TOILET POWDERS

Stearate of Magnesia

Light. Great Adhesiveness. Pure White. Immeasurable Fineness. Heavy if desired. Dusts out under the puff like the finest pollen.

Stearate of Zinc

Odorless. Impalpable. Pure White. Water-Resisting. Great Adhesiveness. Light or Heavy as desired.

Stearate of Tin

A pure product especially adapted for use in manicuring polishes and similar preparations.

We are manufacturing the foregoing on a large scale. Deliveries in any quantity from one barrel to a carload. Prompt shipments.

WRITE FOR SAMPLES AND PRICES.

FRANKS CHEMICAL PRODUCTS COMPANY

55 Thirty-Third Street

BROOKLYN, N. Y.

Office and Laboratories **Bush Terminal Building** No. 9

Stocks Carried:

Telephone: Sunset 1337-4797 Chicago St. Louis San Francisco



It is for just such a job as labeling Trilby Soap that you require the World Labeler

Simplify your labeling problem right now by installing the World Labeler in your plant.

This machine labels cleanly and accurately on glass, wood, cardboard, and metal. Saves time and labor in production. It is the economic system wherever labeling is required.

Full particulars of the World Labeler fitted to your needs will be sent upon receipt of samples of your labeled products and statement of your capacity and requirements.

Economic Machinery Co., 18 Grafton St., Worcester, Mass.



World Labelers in actual operation at Haskins Bros. & Co., Sioux City, Ia.

WORLD LABELER

MORGAN

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SPERMACETI WAX

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WHITE WAX PURE

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KAOLIN BOLTED

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ZINC OXIDE

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ZINC STEARATE

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355 W. ONTARIO ST.

CHICAGO

SUPERIOR 8870

FRIES BROS.

AUBEPINE

(ANISIC ALDEHYDE)

A colorless liquid.

Specific Gravity, 1.123 at 25° C.

Boiling point, 245-246° C.

Soluble in all proportions in alcohol 70% to 95%.

Practically 100% Pure Anisic Aldehyde.

A less pure Aubepine, upon evaporation, will leave an odor reminiscent of Anise or Methyl Para Cresol. Upon making the evaporation test, results will show this characteristic entirely absent from Fries Bros.' Aubepine.

92 Reade Street New York

HYDROXYCITRONELLAL 100%

Highest Quality

GERANIOL EXTRA

With the Odour of Fresh Rose Petals

A. M. TODD COMPANY KALAMAZOO MICHIGAN, U. S. A.

Established in 1869

"Angelus Lemon Cleansing Cream" Trade-Mark Wins a Notable Victory in the Court of Appeals of the District of Columbia.

In a decision handed down February 5, 1924, the Court of Appeals of the District of Columbia, unanimously decided the litigation between Louis Philippe, Inc., of New York City, the manufacturer of the "Angelus" products, and Alfred J. Krank, of St. Paul, in favor of Louis Philippe, Inc. The Court held:

1. That Alfred J. Krank did not have the right to register the words "Krank's Lemon Cleansing Cream" as a trade-mark for face creams.

2. That because of this registration Louis Philippe, Inc., which had been using the word "Lemon" in connection with its "Angelus" Cream since prior to 1916, was legally damaged, as the public called for its "Angelus" Cream as "the Lemon Cream" or "Lemon Cleansing Cream."

3. That Louis Philippe, Inc., was not shown to have been guilty of any unfair trade or acts which would disentitle it to the relief sought.

Messrs. Lee, Smyth, Aron & Wise, of New York City, our trade-mark attorneys, have been instructed to prosecute vigorously any infringements of our "Angelus Lemon Cleansing Cream" trade-mark and to uphold in every way our right, not only to the use of the word "Angelus", but, also, to the use of the words "Lemon Cleansing Cream."

LOUIS PHILIPPE, Inc.
318 WEST 23rd STREET, NEW YORK, N. Y.

OENANTHIC ETHER

Made from a specially purified cocoanut oil base. A very high-boiling ester suitable for high temperature flavor work or for solvent mixtures where some residual solvent is desired.

ESTABLISHED 1882

THE NORTHWESTERN CHEMICAL CO.

The Largest Makers of Butyric Ether in the World

WAUWATOSA

WISCONSIN



"GO SAFE" MAILING BOXES

PATENTED

The Most Efficient Mailer on the Market

Mail Your Samples Mail Your Advertising Mail Your Orders

In a Mailer that combines Neatness. **Durability and Economy**

Write us today

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New York Office, 130 W. 42nd Street Bush Terminal Sales Building (4th Floor)

Providence, R. I.

The Beauty of Color Comes in the Cap



CAPES-VISCOSE, INC.

Sales Office:

132 Madison Avenue, New York

Phone: Lexington 2743

American Works: Delawanna, N. J.

Cap Before Drying Just Put On





Cap After Drying Fits "Like a Glove" Makes a Hermetic Seal

What Capes-Viscose are and How They are Used

CAPES-VISCOSE are hoods of cellulose which are slipped wet over the top of corked bottle. They dry quickly and shrink smoothly, forming an absolutely sanitary, non-absorbent and durable seal over the stopper, lip and neck of the bottle, making it impossible for the contents to leak or evaporate.

An inexperienced operator can cap 400 bottles an hour with Capes-Viscose. On some sizes and shapes as many as 600 per hour are capped regularly.

Some of the Prominent Users of Capes-Viscose

P. F. Ingram, Milkweed Gream Nonspi Company Northam Warren Corporation, Cutex Manicure Specialties Solon Palmer

Ed. Pinaud
Parfumerie Rigaud
Mme. Helena Rubenstein

S. S. White Dental Mfg. Co. Yardley & Company, Ltd. American Druggists Syndicate Chattanooga Medicine Co. E. R. Squibb & Sons Strong, Cobb & Company United Drug Company Alys American Barber Supply Co.

Armour & Company Elizabeth Arden Harriet Hubbard Ayer The Bonney Company Cheramy, Incorporated Suzana Cocroft Laboratories Dorothy Gray Green Barber Supply Co.

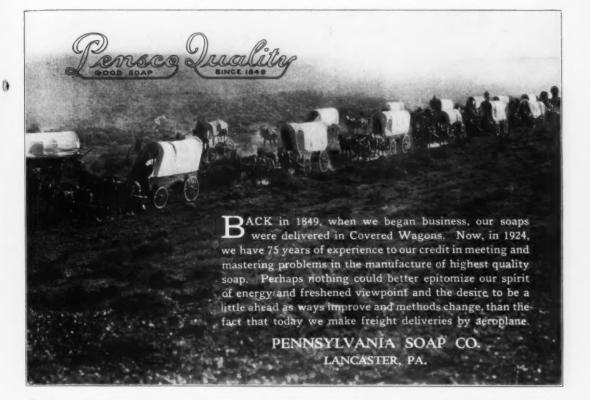
CAPES-VISCOSE, INC.

Sales Office:

132 Madison Avenue, New York

Phone: Lexington 2743

American Works: Delawanna, N. J.



CABLES "OLEUM" NEW YORK

R.WALTON SMITH & CO.

16 EAST 43RD STREET NEW YORK

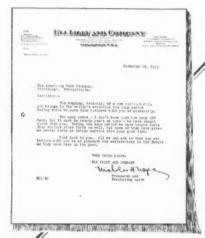
A DIRECT CONNECTION BETWEEN THE WORLD'S PRODUCERS OF

ESSENTIAL OILS - FLORAL PRODUCTS
GUMS-RESINS-SYNTHETIC CHEMICALS

AND THE CONSUMERS OF AND DEALERS IN THESE MATERIALS
IN ORIGINAL CONTAINERS ONLY

PARIS
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What Eli Lilly and Company Say

 $\mathbf{D}^{ ext{URING}}_{ ext{apolis}}$ the many years Eli Lilly and Company of Indian-apolis have been making pharmaceutical and biological products, they have used literally millions of corks. Naturally, many sources of supply have been tried out, but it is quite significant that most of the stoppers have been Armstrong's, for the reasons set forth by Mr. N. H. Noyes, treasurer, in his letter of November 14, 1923:

"The signing, recently, of a new contract with you brings to the writer's attention the long period during which we have done business with you so pleasantly.

with you so fleasantly.

"For many years—I don't know just how many off hand, but it must be twenty years or more—we have bought corks from you. During the same period we have bought corks from various other firms as well, but now of them have given us better corks or better service than your good firm.

"Good luck to you. All we can ask is that our relations with you be as pleasant and satisfactory in the future as they have been in the past."

Eli Lilly and Company are just one of many, many concerns whose business relations with the Armstrong Cork Company have been "pleasant and satisfactory" over a long period of years. It is the inevitable result of a rigid policy of quality, service and square dealing that would operate to your advantage, too.

ARMSTRONG CORK COMPANY 139 Twenty-third Street, PITTSBURGH, PA.



A GATTEFOSSÉ PRODUCT

Our Sur Fleurs L Series at \$30.00 per pound

A Synthetic Compound of 100% concentration made under a special process giving a remarkable petal-like odor.

> A wide variety of odors available. Samples at your pleasure.

COIGNET CHEMICAL PRODUCTS COMPANY

17 State Street

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New York City

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ESTABLISHED 1840 INCORPORATED

Shipkoff's Pure Otto of Rose

Main Offices: Shipkoff & Co., Ltd. Sofia, Bulgaria

Branch Office: Kazanlik, Bulgaria

Model factories: In all main centers of the Rose District.

Highest Awards Including four Grand Prizes Shipkoff's Otto of Rose is absolutely pure and warranted free from any foreign matter. It is the Standard brand—always uniform and one quality only—the best. It is distilled, with great care, only in the very best centers of the rose district in Bulgaria and from the choicest fresh Damask red roses—being a perfect blend of all the pure Ottos of these finest localities. The bouquet of its aroma is of the richest and sweetest rose odor—without any heavy pungent and vegetable scent. For strength and richness of true rose odor, it has never been surpassed. All high class perfumers use it exclusively. Try it and you will do likewise. Don't hesitate. Do it now.

Distributing depots: Paris, London, Hamburg and in all main perfumery centers.

Montreal Depot: 41-43 Youville Place

> London Depot: 5 Giltspur St. Newgate St. E. C. 1

Original packages: 4, 8, 16, 24, 32, 40, 48, 56, 64, 72 and 80 ozs. each.

American Office

SHIPKOFF & CO., Inc.

219 PEARL ST., NEW YORK, N. Y.

For Toilet Powders

PLYMOUTH STEARATES

of

ZINC-MAGNESIA-ALUMINUM-CALCIUM ZINC OXIDE-JAVA RICE STARCH

For Toilet Creams

PLYMOUTH REFINERY PRODUCTS

COLD CREAM OILS—PETROLATUMS
IMPORTED STEARIC ACID

SUN BLEACHED WAX—CERESENE WAX—PARAFFINES

Exports-M. W. PARSONS-Imports

Plymouth Organic Laboratories

New York

EAU de QUININE AROMATIQUE

Pound \$10.00

Trial Ounce 75c

If you make a HIGH GRADE EAU de QUININE, this is the perfume that you will ultimately use.

It is not an imitation but has a character of its own.

POWERFUL

DELIGHTFULLY SPICY

Many of our customers declare our EAU de QUININE AROMATIQUE to be superior to the finest French Oil, BUT SEND FOR A TRIAL OUNCE AND SEE FOR YOURSELF.

With an order for one pound we will furnish formula for a perfect Eau de Quinine.



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PERFUME BASES.

Natural and Synthetic Materials for Perfumers and Toilet Goods Manufacturers.

As Consulting Chemists, our many years of actual manufacturing experience are at your service.

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Western Representatives:

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"A Business Built on Recommendation"

Manufacture Your Own Cosmetic Specialties

The Popular Orange Lipstick

With its mysterious color transformation—

Will furnish the formula for the manufacture of this new type Lipstick: the Orange color changes to a natural Red when Lipstick is applied.

We furnish MOULDS for

Eyebrow Pencils, Lipsticks. Any Size or Shape.

Get the Compact-Rouge Machine

With interchangeable dies to manufacture a perfect compact of any size or shape on glass or metal discs.

The machine, simple to operate, decreases your operating costs, increases your production.

Full particulars on application.

Consulting Service

You may want to originate a cosmetic specialty. We cheerfully assist you in solving your problems.

We shall be glad to have our representative call on you.

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Manufacturing and Consulting Chemist

Office and Laboratories

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(opposite Hudson Terminal)

New York

Telephone Cortlandt 2327

Cable Address "Cosmetic"

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Quinine and its Salts

For Medicinal and Denaturing Purposes

PYRIDIN

For Denaturing Purposes

"PURITAN BRAND"

ESSENTIAL OILS &
SYNTHETICS

BUBECK & DOLDER

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Bale, Switzerland

FINE CHEMICALS
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JASMIN

(Synthetic)

Our synthetic Jasmin, we believe, combines the necessary elements to make a REAL substitute for the natural product. Scarcity of the natural Jasmin has placed a prohibitive price upon that product.

We invite your investigation.



SYNTHETIC FLOWER OILS

Essential Oils

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NEROLI

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Cyclamen J.

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Acacia

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HELIOTROPE

We will be glad to furnish prices and samples or quote on your immediate or future requirements.

We will appoint selling agents

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Telephone Canal 4509-10437

NEUMANN-BUSLEE & WOLFE



321-323 N. SHELDON STREET

CHICAGO, ILL.

Synthetic Floral Ottos for All Purposes

Apple Blossom Bouquet de Orient Carnation Fleur de Muguet Honeysuckle Heliotrope Idealine
Jasmin Fleur
Lilac Blossom
Lilas de France
Lily of the Valley
Narcisse

Quinarome Rose Syn. (Near Otto Rose) Rosabla (White Rose) Rosadora R.R. (Red Rose) Syringa de Orient Violet Florence

Many others of present popular types.

The above listed Floral Ottos are only a few of our products of which we will be pleased to submit samples and quotations upon request.

When writing us indicate clearly the purpose the Floral Otto is to be used for. This information will enable us to select suitable material for your special requirements.

Write for Our General Price List

ANY ROUND PAPER BOX



We have special facilities for manufacturing round Face Powder and Rouge boxes.

Let us estimate on your next contract.

All boxes can be furnished with powder container

EUGENE K. PLUMLY

N. E. Corner Broad and Federal Sts. PHILADELPHIA, PA.

For the Discriminating Perfumer

FE CO

Jasmin

Only remarkable skill in blending could create synthetic flower oils so close in odor to the natural Jasmin. Our *Jasmin F* possesses the sweetness and fragrance which make the concrete absolute so invaluable. *Jasmin colorless*, of similar character and quality, is guaranteed not to discolor any toilet preparations.

Rhodinol C. P.

Guaranteed chemically pure Rhodinol, made entirely from Oil Geranium Bourbon. We invite perfumers to compare this chemical with other products called "Rhodinol" and to realize its unquestionable superiority.

Iso-Eugenol Pure

Of wonderful fragrance, free from any impurity. Decidedly the best Iso-Eugenol on the market.

Di-Methyl Anthranilate

is quickly superseding Methyl Anthranilate. It possesses greater sweetness and will not discolor.



FELTON CHEMICAL COMPANY, INC.

Manufacturers of Perfumers' Raw Materials 65 Taaffe Place Brooklyn, N. Y.

FACE POWDER

ANY GRADE—ANY COLOR—ANY QUANTITY
NO ORDER TOO LARGE—NONE TOO SMALL.

Cold Cream-VanishingCream-Massage Cream Beauty Clay-Talcum Powder

All Merchandise in Bulk or in Your Own Containers

SACHETS—We manufacture a line of fanciful sachets, which ought to prove a source of ready profit to dealers.

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EXECUTIVE OFFICES AND WORKS

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AROMATIC CHEMICALS

DIHYDROXY CITRONELLIC KETONE—

Perfect Lily Base—Stability guaranteed

TETRO-HYDROPARAMETHYL QUINOLEIN

Fixative—Lilac—Lily—Rose

PARA CRESYL PHENYL ACETATE

Fixative—Indispensible constituent for reproduction of Narcissus—actually present in the Natural Flower Oil.

ISO BUTYL INDOL

A Powerful Organic Product
A Fixative of Quality
WILL NOT DISCOLOR

BASIC MATERIALS FOR FLAVORING EXTRACT MANUFAC-TURERS

ALDEHYDES KETONES FRUIT ESTERS

Consult our Research Dept. about your flavoring problems.

DIETHYL PHTHALATE C. P.

Denaturing Quality. Specify our product for your 39B alcohol.

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Foreign— TALC —Domestic

FULLER'S EARTH (Genuine English)

INFUSORIAL EARTH PRECIPITATED CHALK PREPARED CHALK STEARATE OF ZINC PARIS WHITE WHITING—All Grades

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A. C. DRURY & CO.

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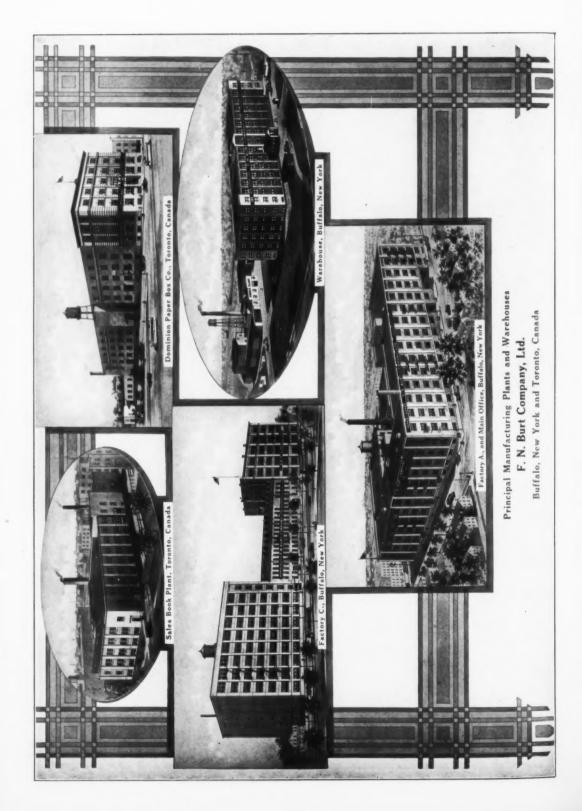
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F-N-Burt Company Ltd. Specialists in

Small-Fine Paper Boxes



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Quino Red

An alcohol soluble red for Eau de Quinine

Resinate Wax Soluble Colors Concentrated

For Lip Sticks
Orange Scarlet,
Blood Red, and
any shade made
to order

Concentrated Liquid Rouge

One ounce should be added to one gallon of water

Genuine Madder Lake

For reducing with talc and magnesia for making light proof rouge powder

Special Alkali Colors

For toilet soaps and perfumes

Soch Soulies

ESTABLISHED 1848 INCORPORATED 192
Technical and Scientific Paint and Varnish Makers
110 EAST 42nd STREET, NEW YORK, N. Y.
Opposite Grand Central Terminal
Works: Long Island City, N. Y.

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LANOLINE

You Buy Quality Plus Our Guarantee to be 100% U.S.P.

Odorless, Light in Color Anhydrous, Uniform Will Not Turn Dark with Age

Manufactured by

THE B&W CO.

INCORPORATED 1918

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Elizabeth, N. J., U.S. A.

We Are Enlarging Our Plant!

UR years of experience in specializing on tubes, our complete facilities, plus GLOBE PATENTS on Tube machinery and attachments and our master mechanics have attained for us our enviable reputation.

The confidence placed in us by our customers; their expressions of satisfaction, and earnest desire to build our organization to the peak of perfection, has encouraged us to enlarge our plant, and increase our facilities.

The addition to our present building will add 5000 square feet of daylight floor space, and enable us to render prompt service to our increasing clientele.

We are now seeking permanent arrangements to absorb our surplus capacity.

Globe Collapsible Tube Corp.

401-405 JEFFERSON STREET HOBOKEN, N. J.







DEJONGE Quality Papers



The business of this house was founded some seventyfive years ago to manufacture Surface-coated, Embossed and Art papers of the highest quality for perfume and toilet preparation Box Coverings. We shall be glad to have our branch representative call and help you select papers best suited to your requirements.

May we serve you?

LOUIS DEJONGE & CO.

69-71-73 Duane Street NEW YORK



manship in Paper Box
Construction

The Best Materials and Work-

"BAXTER" QUALITY

SERVICE

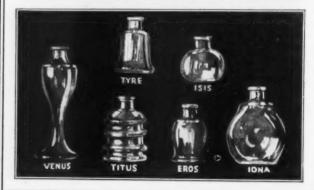
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FACTORIES IN MAINE
General Office: Brunswick, Maine

Showroom 34 Merchants Row New York Showroom 30 East 42d St.

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Distinctive—Unique Miniature

Perfume Vials

If you are interested in real live sales-getting containers of unsurpassed quality—the kind that bring quick returns and many repeat orders—

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New designs made for your individual needs.

Glass Products Co. VINELAND, N. J.

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for

VANITY BOXES

PROMPT DELIVERY

WE are the largest makers of special size mirrors for Vanity-boxes and other toilet articles and guarantee all our mirrors against defects of any character.

Specially packed for shipment out of town and guaranteed against breakage.

Actually Prompt
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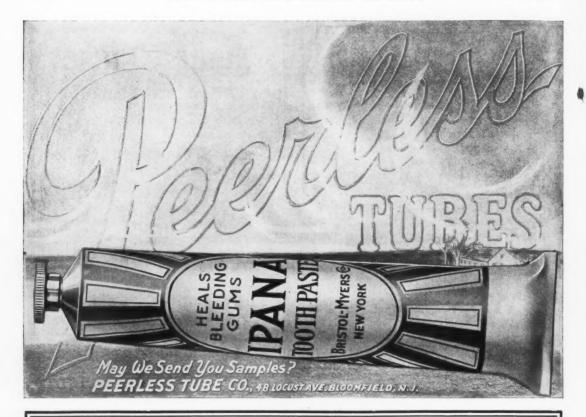
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> ALL GRADES



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In Stock in New York for Spot Shipment





Perfumes

Face Powder

Bulk or in your own containers

NARCISSUS OUR SPECIALTY

Reproduces with exacting fidelity the fascinating but elusive character which only the French Perfumers have created.

Write for samples-prices cheerfully furnished.

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Visit our booth at the Perfumery Exposition, March 3 to 8, 1924, Booth 8.

Removal Notice

WE have moved our offices and manufacturing plant to a more central location at 154 Eleventh avenue, New York City. With the increased space and the added facilities made available in our new location, we will be better able than heretofore to give our customers utmost service in supplying their needs for vanity puffs.



VALMONT

Manufacturing Co.

INC

154 Eleventh Avenue NEW YORK, N. Y.

Pat. Aug. 21, 1923

NEW YORK, N. Y.

Capacity 950 gross per day

Pat. Aug. 21, 1923



Have You Mailed the Coupon Yet?

A DISTINCTIVELY designed, carefully made Horn seal will add to the selling power of your package wherever it is displayed.

Our designers have created seals for some of the most prominent manufacturers of toilet preparations. Our success in creating individual, sales-producing seals for them is evidence of our ability to serve you.

Let us create a seal or label for you. Our new process enables us to produce unusually beautiful effects—and the Prices are Most Attractive.

If you have not mailed the coupon yet, you have delayed securing a sales help which should be yours. Send the coupon today.



John Horn SEALS

837-839 TENTH AVE. NEW YORK, N. Y.

Kindly send me a sample package of your seals.

Name					 						*		*							
Addres	S			 . ,	 															

Vanity Puffs—Quality First

The Puff is the first thing to be seen when opening your vanity case. To create the impression you want, the puff should be of the best quality. That is the only kind we make—

THE BEST

When the compact is almost used up, the puff should still show quality, so that the user will demand your refill or a new case.



ALVA MANUFACTURING CO.

77-79 Washington Avenue, Brookyn, N. Y.



Appearance Can Arouse Desire

THEREFORE THE DISPLAY OF A PLEASING BOX PRODUCES A DESIRE FOR THE GOODS IT CONTAINS.

We Specialize in Round Face Powder Boxes
Write before placing your next contract.

The Randolph Paper Box Co., Inc.
1307-1313 Ross St. Richmond, Va.

New Colors For 1924

TOPAZ

TURQUOISE

EBONY

STOPPER No. 300—BOTTLE No. 300—2 OZ. SAMPLES TWENTY-FIVE CENTS EACH



TOPAZ FROSTED

To the attractive design and excellent workmanship of these bottles, has been added color—and thus their consumer appeal has been greatly enhanced. The trend toward novelty in modern packages is pronounced.



TURQUOISE FROSTED



EBONY

T. C. WHEATON CO.
EXPERT BOTTLE BLOWERS
MILLVILLE, N. J.

NEW YORK OFFICE -165 BROADWAY
PHONE: CORTLANDT 4917

CHICAGO OFFICE-14 E. JACKSON BOULEVARD



OUR FACTORY AT MILLVILLE, NEW JERSEY



Round Purse Bottle 1/5-oz. capacity

BOTTLES
OF
SUPERIOR
QUALITY
FOR
PERFUMERS

CATALOG ON REQUEST



Hexagon Purse Bottle 2-dr. capacity (Furnished with cap)

T. C. WHEATON CO.

EXPERT BOTTLE BLOWERS

MILLVILLE, N. J., U. S. A.

NEW YORK OFFICE 165 Broadway CHICAGO OFFICE 14 E. Jackson Boulevard

New Colors For 1924

TOPA7

TUROUOISE

EBONY

STOPPER No. 300—BOTTLE No. 300—2 OZ. SAMPLES TWENTY-FIVE CENTS EACH



TOPAZ

To the attractive design and excellent workmanship of these bottles, has been added *color*—and thus their consumer appeal has been greatly enhanced. The trend toward novelty in modern packages is pronounced.



TURQUOISE



EBONY

T. C. WHEATON CO.
EXPERT BOTTLE BLOWERS
MILLVILLE, N. J.

NEW YORK OFFICE—165 BROADWAY
PHONE: CORTLANDT 4917

CHICAGO OFFICE-14 E. JACKSON BOULEVARD



OUR FACTORY AT MILLVILLE, NEW JERSEY



Round Purse Bottle 1/5-oz. capacity

BOTTLES
OF
SUPERIOR
QUALITY
FOR
PERFUMERS

CATALOG ON REQUEST



Hexagon Purse Bottle 2-dr. capacity (Furnished with cap)

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EXPERT BOTTLE BLOWERS

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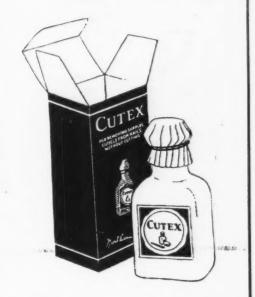
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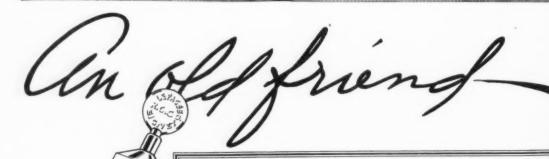
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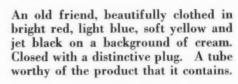
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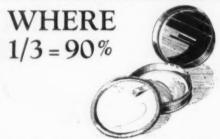


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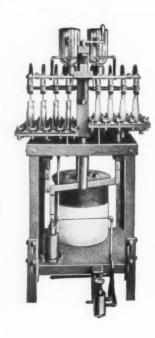
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VACUUM FILLING MACHINE

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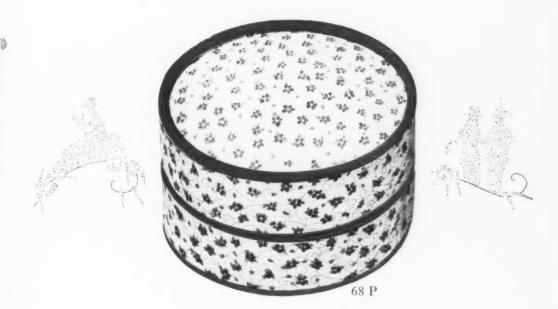
- 1. That an unregistered trademark is valid only in that portion of the United States where it has been actually used in business?
- 2. That you cannot prevent another from using your unregistered trademark in that portion of the United States where you have not previously used it?
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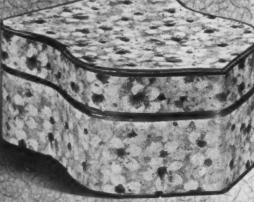
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New York Sales Office: THE BRISTOL INDUSTRIES, Inc. 41 Park Row, Room 805. Telephone: Cortlandt 1574-5



19 P

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23 P



Portable Fluid Mixers Are Dependable

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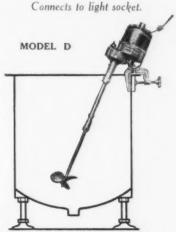
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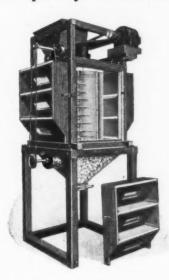
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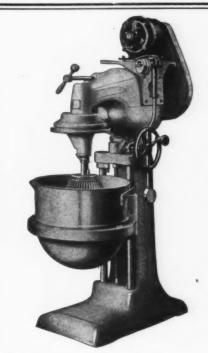
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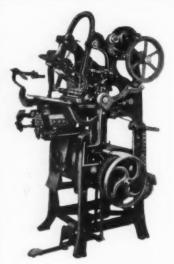
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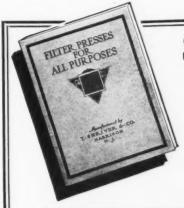
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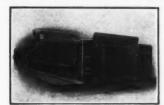
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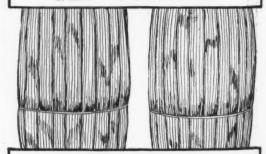
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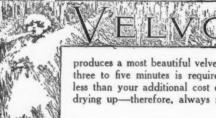
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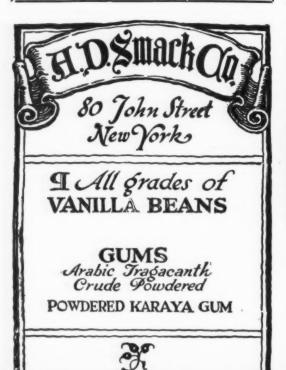
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Puffs of exceptional quality completely harmonizing with the artistic temperament of your individual package.

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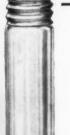
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A Full Line for Every Purpose—Filling and Closing Equipment— Keys and Clips.

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Terpenes and Residues of Essential Oils

Half the price of general products, but the perfuming strength is of a higher percentage than indicated by the price.

Star Aniseed Lemon Orange Lime Lemongrass Geranium Carraway Cloves Bergamot Linaloe (Mexican)
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For sale—Perfect sets of formulae for toilet preparations and patent medicines. New Way Laboratories, 266 West 43rd St., New York City.

Will buy for cash, odd lots, overstocked or discontinued lines or any merchandise that you wish to turn into cash. Karoff Drug & Trading Co., 35 Union Square, New York City.

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Soap Chemist—Extensive experience in European factories. Studied chemistry in Berlin laboratories. Have formula for tallow-base soap UNEQUALLED in permanency of odor, color, brilliancy and general quality. Can be produced very economically. Same formula produces medicinal, laundry and flake soap in same quality. Have samples. Have creative ability, can take entire charge of plant. Seek permanent connection with large manufacturer or partnership. Address B. O. No. 1207, care of this journal.

(Continued on page 128)





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We cater only to those manufacturers who place quality above price.

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Creams

Powders

Write for Samples and Prices



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New York, N. Y.

(Continued from page 126)

BUSINESS OPPORTUNITIES

For Sale—Chemical processes for pharmaceuticals, cosmetics, and several other meritorious products; all essences, artificial and natural, and complete lines of synthetic flower oils (peach-aldehyde, hydroxycitronellal, cumarin, etc.). Owner of chemical factory in Germany at present in New York. Address B. O. No. 1187, care of this journal.

Wanted—Cartons, 4, 8 and 16 ounce size. Address Glickman Scientific Laboratories, 856 Park Avenue, Brooklyn, N. Y.

Experienced chemist will consider supervising manufacture of products or act in advisory capacity to manufacturers of cosmetics, beauty-parlors, in or near New York. Address B. O. No. 1203, care of this journal.

Wanted—5-25 gallon tanks either glass lined or all copper. Address B. O. No. 1205, care of this journal.

A Bargain: Toilet preparations factory, located in Chicago, selling 8 products direct by mail to druggists in 22 states. Established 4 years. 1923 business over \$16,000. Inventory over \$2,500. Best offer takes this excellent business, including good-will, trade marks; machinery, materials and stock on hand, accounts, etc. Must sell quickly. Address, B. O. No. 1209, care of this journal.

Spot Cash for your discontinued styles or odd lots of small perfume bottles and boxes. Also face powder boxes. Druggists Supply Co., Omaha, Neb.

(Continued on page 130)



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PRECIPITATED CHALK

Light, Medium, Heavy, Dense and Free Flowing

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Derived from genuine Oriental gum-resin Opoponax by the volatile solvent process, Resinarome Opoponax makes this novel and valuable odor note available for perfumers in an absolutely uniform, concentrated and convenient form. The resourceful aromatician can find full scope for its characteristic potentialities.

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SHAMPOO LIQUID, PASTE and BASE—LIQUID SOAP—SHAVING and TOILET SOAPS—SHAVING CREAM—FACE CREAMS

Also a large line of especially high grade preparations for Beauty Parlors.

All of these products can be furnished in bulk or packed in containers ready for your private brand labels.

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Especially Adapted for the Perfume Trade

KIMBLE GLASS COMPANY

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(Continued from page 128)

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Salesmen now calling on drug trade, general stores, beauty parlors, barbers, grocery trade, can materially increase their income without additional effort or expense.

Our line is to be nationally advertised.

Not a make-shift proposition, but something substantial. Your life-time opportunity. Repeat sales will give you a lucrative year-around business on items that have no competition, and yet are in every day demand in every household.

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Salesman—High-grade man with successful record in selling high-class, empty, brass compact powder boxes to the trade. Must travel East, Middle West and South. State age, salary and commission expected; experience in detail including names of former employers and references. Address H. W. No. 1208, care of this journal, or write confidentially to the publishers.

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Such tubes have the highest advertising value and will help to sell your product.

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Write for Full Particulars

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The attached is a representative number from our line of Stock Perfume and Toilet Preparation Labels. We will be pleased to send our complete Sample Line, consisting of approximately 1200 designs and styles, for \$2.00. This amount to be credited on receipt of your order. Our samples are now conveniently placed in book form. Write for this elaborate and extensive line.

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The great number of years which we have specialized in and devoted to the perfection of lithography of a superior character, insures every order which is entrusted to us, of expert attention from its inception until completion.

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Requests for a sample series of ten different perfume extracts for \$3.50 will be filled by return mail.

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HENASOAP SHAMPOO gives a rich, creamy lather, cleanses the scalp-gives a glint to the hair and makes satisfied customers

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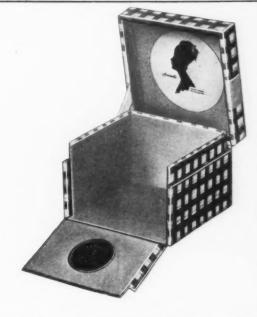
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Both the quality and the price are worth your attention—Let us submit samples and quote for quantities.

L. GIVAUDAN & CO.

Manufacturers of Fine Synthetic Perfumes

GENEVA PARIS

Sole Agents: GEORGE LUEDERS & CO.

New York

Diethylphthalate



HE absolute purity of our diethylphthalate makes it especially suitable as a denaturant for formulas 39B and 39C used so largely by perfumers. Our product always exceeds 99½% in ester and it is absolutely odorless, color-

less and neutral so that alcohol denatured with it may be used by perfumers without apprehension that the delicate shades of odor will be affected in any way.

Our Diethylphthalate makes an excellent neutral solvent for perfume oils. Guaranteed to comply with specifications of the Internal Revenue department.

Other F & F Specialties

Geraniol—made from Citronella Java, free from acids and aldehydes. Equal to the best imported product.

Nutonka—a new Coumarin aroma of exceptional quality for use where tonka or coumarin are ordinarily used.

Phenyl-acetic acid—for use in rose, lilac and lily compositions and in honey in the flavor line, 99.96% pure.

Cinnamic Acid

Write for Working Samples and Prices.



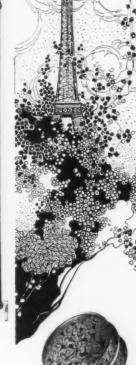
Containers of Refinement in keeping with your product

N further support of a vast array of Containers uniquely designed and lavishly decorated, we now offer a new number which fully justifies itself in point of display value.

The illustration merely gives a hint of the rich color combinations with our special Empeco finish. This package, to be fully appreciated, must be seen first hand.

Ask us for a Sample.





EMPECO Metal Face Powder Box Made to order only?

Metal Package Corporation INY.
Sales & Executive Offices 110 E. 42ndSt. New York City
Opposite Grand Central Terminal.
Plants New York City, Baltimore, Brooklyn.
Chicago office: 64 West Randolph Street.

Behind Each Container

THE containers produced by the Passaic Metal Ware Company have been conceived to please you by their uniformly good quality; to please the dealer by their distinctive appearance which helps to make sales, and to please the ultimate consumer by their handy size and shape, and attractive lithograph colors.

We can therefore truly say that behind each of our containers there is not only an efficiently equipped factory but an ideal which is being lived up to every day.

Passaic Metal Ware Co.

"Containers That Sell Your Products"

Passaic .-. .-. New Jersey



(20) V



NEW ORLEANS PHILADELPHIA SAN FRANCISCO TORONTO

V692

FRITZSCHE BROTHERS, INC.

82-84 BEEKMAN STREET.

NEW YORK CITY

THE universality of Rose, Jasmine, Orange, Violet and Lily of the Valley, and their seasonal increased consumption for compositions of the Spring Time, prompts reminder of the following splendid bases, presenting the ideal compromise between natural extractive and synthesis, and retaining in perfect harmony all the advantages of both.

ROSE SYNTHETIC SCHIMMEL & CO.: Affords the sweetness of the Otto perfect even to its waxy aroma, but with much greater yield.

RED ROSE SCHIMMEL & CO.: THE Red Rose, incomparable in its floral beauty, vivified by the indispensable note which distinguishes the real Red Rose aroma from its imitations.

JASMINE SCHIMMEL & CO.: The Pure Jasmine perfume magnified in yield and giving in dilution the harmony usually identified only with Nature's own efforts. The honesty and economy of this Oil is rather unusual for synthetics.

ORANGE FLOWERS SCHIMMEL & CO.: An economical and serviceable replacer for the natural Concrete, of surprisingly true characteristics.

ORANGE FLOWERS SCHIMMEL & CO., TERPENELESS: The valued odor-bearing constituents responsible for the Orange Blossom aroma are here made available for use in low proof spirit work where a high degree of solubility is important.

VIOLET, VICTORIA TYPE: SCHIMMEL & CO.

The union of Art and Nature is most happily consummated in these skillful reproductions, each perfectly characteristic of its type; the Violet no'e so necessary in all flower compositions can be introduced no more harmoniously and efficiently than by these, which so markedly resemble the natural Concrete.

LILY OF THE VALLEY (MAY BLOSSOM) SCHIMMEL & CO.: Ever growing recognition of the importance of Lily blends in almost all "one flower" types and in many compositions of fantasy, demands the unobtrusive strength, but pervasive and unyielding sweetness, fixity, and clarity of purpose afforded in such abundant measure by this tried and true necessity of the perfumers' arsenal.

We are headquarters for

OIL LAVENDER FLOWERS BARREME

in all grades from 28 to 52% natural ester.

Sole Agents in the United States and Canada for

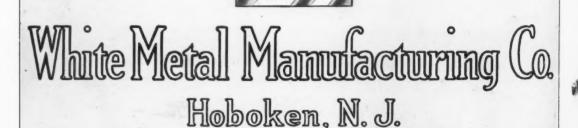
SCHIMMEL AND COMPANY, Miltitz (Leipzig) Germany

CHAUVET & COMPANY: Cannes, France

Collapsible Tubes

Plain and Decorated Pure Tin, Tin-Coated, Lead Sprinkler Tops

of all Varieties. Plain and Plated



THE AMERICAN PERFUMER - SYNFLEUR INSERT No. 163A.

COPYRIGHT, 1924, BY M. UPSHUR VON ISAKOVICS



Synfleur Quality

Standard Perfume and Flavoring Materials
Manufactured in the United States of America





Vanillodeur=Synfleur Crade mark REG. U. S. PAT. OFF.

duplicates the ENTIRE rich flavor of the finest Vanilla Beans---not merely one constituent like Vanilline---but the true sweetness and full aroma of the Bean and at one-tenth the cost. The thousands of pounds of Vanillodeur, which have been consumed by the most prominent manufacturers throughout the world, prove that Synfleur Quality is appreciated. Try a pound. It will tell its own story.

Pounds \$22.75 Trial ounces \$ 1.65

USUAL SYNFLEUR QUALITY
THAT IS ALL!



Synfleur Scientific Caboratories, Inc.

Founded 1889, by Alois von Isakovics
M. Upshur von Isakovics, Pres. and Creas.
Monticello, New York, U.S. A.



THE AMERICAN PERFUMER - SYNFLEUR INSERT No. 163B.



TROPICAL ORCHIDS

The intense sweetness of the most highly prized blossoms. Poonia is used as a basis of many modern very popular perfumes. Pounds - \$43.75 Trial ounces - 2.95



ROSE-C

Liquid Rose concrete, instantly soluble. Fresh Rose Petal effect. Its fragrance is much appreciated by leading perfumers.

Pounds - - \$65.00 Trial ounces - 4.30



ROSE-E

Much superior to the Otto. Imparts the delightful enfleurage effect of "Rose Absolute." One of the most popular Rose Materials.

Pounds - . . \$86.25

Trial ounces - 5.60

RED ROSE

The charming and very powerful Jack Rose Enfeurage odor. One of the sweetest Rose products available for all perfumery purposes. Pounds - \$52.50 Trial ounces - 3.50



WHITE ROSE

The piquancy of White Roses. One of the old favorite odors, much used for scenting toilet articles.

Pounds - - \$40.75 Trial ounces - 2.75



SWEET PEA

The delightful odor of the fresh flowers; very intense. An odor of great durability. Produces a very sweet effect in bouquets.

Pounds - - \$32.75 Trial ounces - 2.25

THE AMERICAN PERFUMER - SYNFLEUR INSERT No. 163C.



MIMOSA

Imparts most charming floral effects. Intensely strong and very sweet. Suitable for all perfumery purposes.

Pounds - - \$16.00 Trial ounces - 1.20



OAK MOSS

Much appreciated as a fixative for odors of the Parisian type. Indispensable in all Trefle odors.

Pounds - - - \$36.25 Trial ounces - 2.50



ORIENTAL MOSS

Excellent fixative. Gives that delicate, dreamy Oriental effect to modern perfumes. Very sweet and rich.

Pounds - - \$40.00 Trial ounces - 2.70



MUGUET IDEAL-LILAC

A Lilac flower oil much appreciated for its softness. A very popular perfume for Toilet preparations.

preparations.
Pounds - - \$10.35
Trial ounces - .85



TREFLE

Orchid or Trefle perfume oil suitable for all perfumery purposes. Very strong and lasting.

Pounds - - \$12.00 Trial ounces - .95



ORRIS

Indispensable not only on account of its soft violet like odor, but as a fixative. Entirely replaces Oil of Orris as well as the Tincture.

Pounds - - - \$38.40 Trial ounces - 2.60

THE AMERICAN PERFUMER - SYNFLEUR INSERT No. 163D.



TAZETTOL

For imparting "first effects." Very strong, intensely fresh flower odor for all perfumes, specially suitable for all Violets, to which it gives "life."

Pounds - - - \$99.00 Trial ounces - 6.40



TRAILING

ARBUTUS

Faithfully reproduces the delicate, refreshing perfume of the flowers. Very popular for perfuming Toilet Preparations.

Pounds - - \$28.00 Trial ounces - 1.95



TREFLE

A very lasting and powerful flower oil, which imparts most intense Trefle effects and may be used in the finest goods with entire satisfaction.

Pounds - - \$38.00 Trial ounces - 2.60



WALLFLOWER

Entirely reproduces the sweet perfume of the flower. Used alone or in bouquets it produces most delightfully sweet odor effects.

Pounds - - \$38.50 Trial ounces - 2.60



WISTARIA

Delightfully fragrant and so powerful in odor, that it forms one of the most economical flower oils. Imparts the freshness of the blossom.

Pounds - - \$36.00 Trial ounces - 2.50



YLANG YLANG

The real fresh Ylang blossom fragrance, freely soluble. Gives life to bouquet odors. The finest Ylang material available.

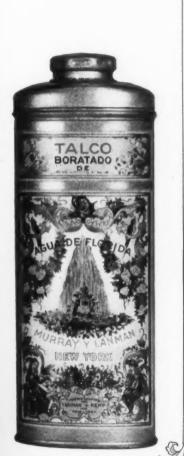
Pounds · · · \$30.00 Trial ounces · 2.10 Decorated metal boxes are handy, handsome and tight. They invite purchase. Their durability and convenience reward the user.

TALCUM powder needs the protection of tin. Half the time or more talcum powder is kept in the bathroom—and the tin box keeps out moisture. The powder stays soft and usable.

Tin helps its contents to stay sold. Equally important is the power of lithographed tin to help new sales.

There is a great fund of sales experience that proves this—for talcum powders, for soaps and other perfumery products. A decorated metal box has proved to be a big sales maker for groups of items sold in one package.

American Can Company produces many of the most successful packages in this industry. A Canco representative brings that experience to bear on your package requirements.



Reproduced in full color on the front cover

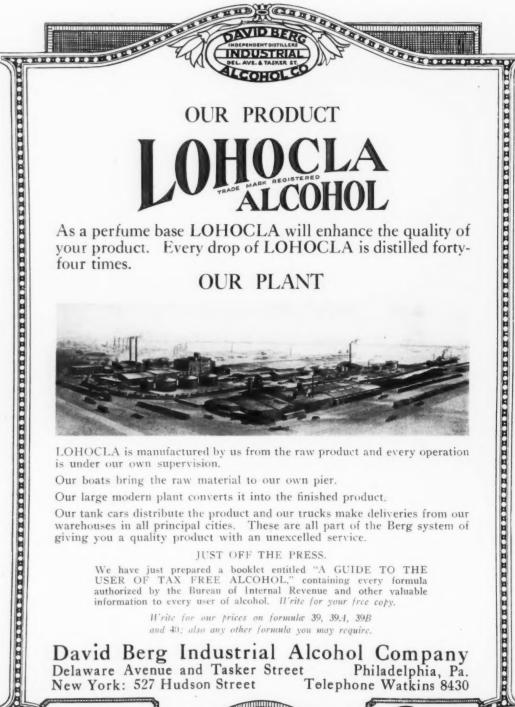
American Can Company

NEW YORK

CHICAGO

SAN FRANCISCO





OUR PRODUCT

As a perfume base LOHOCLA will enhance the quality of your product. Every drop of LOHOCLA is distilled fortyfour times.

OUR PLANT



LOHOCLA is manufactured by us from the raw product and every operation is under our own supervision.

Our boats bring the raw material to our own pier.

Our large modern plant converts it into the finished product.

Our tank cars distribute the product and our trucks make deliveries from our warehouses in all principal cities. These are all part of the Berg system of giving you a quality product with an unexcelled service.

JUST OFF THE PRESS.

We have just prepared a booklet entitled "A GUIDE TO THE USER OF TAX FREE ALCOHOL," containing every formula authorized by the Bureau of Internal Revenue and other valuable information to every user of alcohol. Il'rite for your free copy.

> Write for our prices on formula 39, 39.4, 39B and 40; also any other formula you may require.

David Berg Industrial Alcohol Company Delaware Avenue and Tasker Street Philadelphia, Pa. Telephone Watkins 8430 New York: 527 Hudson Street





WARNING

TE regret the necessity of warning buyers that certain parties have been offering counterfeit oil of inferior quality under the well known name and label of Oil Ylang Ylang "Siegert". This oil is offered in bottles bearing labels which imitate the genuine.

> All true Oil Ylang Ylang "Siegert" bears the following label, except that the blue color and red signature are not shown in this reproduction:

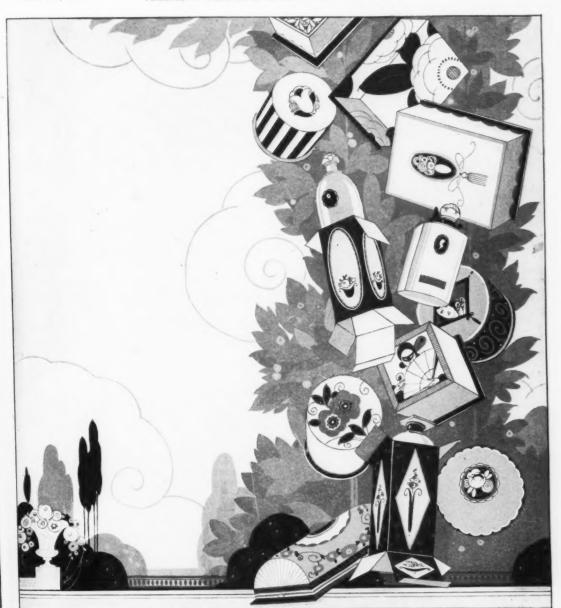


Note the "Manila Ilang Ilang Distillery" in the lower right hand corner of the real label.

S the sole agents in the United States for Oil Ylang Ylang "Siegert" we warn purchasers against this counterfeit oil and announce our intention to protect our own interests and those of the distillers against this fraud.

UNGERER & CO.

NEW YORK



ADDISON LITHOGRAPHING @

ROCHESTER, NEW YORK

CHICAGO Chas. A. Rindell, Inc., 64 W. Randolph St. Harvey D. Bodwell, 170 Summer St. Wm. H. Green, 469-5th Ave.

NEW YORK

CARTONS LABELS BOX-WRAPS LITHOGRAPHED

MORE PROFITS FOR YOU

More Comfort for Him

Two Popu'ar High Quality Products
That Wi | Build and Hold New Trade

For the man who shaves himself, the most popular, convenient and satisfactory form of shaving soap—is the cream.

Cumbersome, dust-catching shaving mugs, beard softeners and 5 minute

rubbings are all memories of the past that should now be completely forgotten.

The use of "the right kind" of Shaving Cream is not only less bothersome, more clean and economical—But, It Saves Time and Temper—and gives a delightful, instantaneous, slow-drying lather, that is quick to soften the most stubborn beards.

A Shaving Cream shave is a pleasant 3 minute process, as free from discomfort as the arrangement of collar and tie—and for unsurpassed quality and EXTRA PROFITS our product under your private label—is "the right kind" of Shaving Cream for you to push!

Our Shaving Cream comes attractively cartoned in large well-filled tubes, and when retailed at even less than regular prices, not only nets you twice your usual profit—but, its genuine economy, sterling quality and YOUR NAME will bring the first purchaser back!

The "After-Shave Lotion"—a worthy companion to the Cream—offers the same possibilities, is a good seller and a certain repeater.



In this way a more profitable first sale shows the way to increasingly profitable repeat sales that—because of your name are absolutely guaranteed.

This is not theory, but a statement of facts, as proven by the experiences of hundreds who are enthusiastically pushing a line of their own!

OTHER PRODUCTS READY FOR YOUR NAME THAT WILL MAKE YOU A DOUBLE PROFIT

Lemon Cream, Cold Cream, Beauty Cream, Vanishing Cream, Massage Cream, Honey and Almond Cream, Dental Cream, Coconnut Oil Shamooo, Quinine Hair Tonic, Gresseless Hair Dressing, Fency Pey Rum, Toilet Water, Perfume, Face Powder, Telc end Baby Powders.

According to your needs or desires, we can furnish any of these products either in bulk or elaborately finished packages bearing your Private Brand and firm name.

If interested, we should be glad to hear from you, and whether your wants are large or small, we promise prompt, faithful and understanding service.

Your inquiry only obligates us, May we not hear from you—today!

0

COMMERCIAL LABORATORIES, INC.

NEWARK :-: NEW YORK STATE





SERVICE

We want to draw your attention to the following points:

- 1° Our goods are guaranteed pure.
- 2° The quality, odor and strength are always the same

U. S. P.
Essential Oil of Sweet Almonds
U. S. P.
Essential Oil of Geranium Algiers

Fasential Oil of Geranium Bour-

Essential Oil of Lavender Spike

" Lavender Alpa " " Lavender Mont Blane

Essential Oil of Bitter Almonds
Natural, S. P. A.

Essential Oil of Bitter Almonds
Natural, U. S. P.

Essential Oil of Sweet Almonds

Essential Oil of Lavender for Soaps

Essential Oil of Neroli Bigarade

Petales pure
Essential Oil of Neroli Bigarade estra

Essential Oil of Peppermint French Essential Oil of Red Thyme Algiers

Essential Oil of Vetivert Bourbon Essential Oil of Vetivert Java Essential Oil of Ylang Ylang Manila

CONCRETES

Represent the full odor-value of the flowers from which they are extracted and are of the highest possible concentration.

Rose de Mai

Jasmin Orris

ABSOLUTES

Are identical with the Concretes but are the pure aromatic principle of the flower, undituted by any foreign body and have greater strength, their ready solubility offering to the perfumer a satisfactory and quick method for arriving at results.

Jasmin Mousse de Chene Orange Rose de Mai

FIXODORS

The fixedors represent in all their intensity the natural edges of the perfume bases from which they are extracted and are of highest possible concentration attainable. They are readily soluble in alcohol.

EXTRAFLORS

Their foundations were laid by an acknowledged French expert and are offered to the American perfumers as meritorious bases affording him an opportunity to build the superstructure in ac-cordance with ideas dictated by his individual requirements.

ODOROLS

Are identical in odor with Extraflors but manipulated to meet the requirements of manufacturers of toilet powders, creams and lotions.

SURFLEURS

They are scientifically compounded perfumes of artificial origin distilled in the presence of the flower bearing its name, thus enrich-ing the finished unit with a naturalness in aroma exceeded only by the flower itself.

J. MERO & BOYVEAU FRANCE GRASSE

SYNTHETICS

Manufactured by

ALBERT VERLEY,

Isle Saint Denis (Seine) France

"A. V. RENOWN"

Acetates-Alcohols-Aldehydes 100% Pure-Phenylacetates - Propionates - Salicylates-Valerianates

Oil Cinnamon Ceylon Citronellol Ordinaire Cyclo Citral (Lily Base) Citral Citronord Citral Citrondoux Heliotrope Extra Heptine Methyl Carbon-

ate Ionone Alpha-Beta Irenia Alpha Irenia Beta Iridate Methyl

Methyl Acetophenone, Water White Methyl Anthranilate of Methyl Methylnonylacetaldehyde 100% Muguet Aldehyde Neanthone (Octyl

Primaire) Nerol Pure Rhodinol Extra A. V. Triacetine

SYNTHETIC FLOWER OILS

They are a combination of the absolute natural Grasse Essences with high class Aromatical Chemicals. They have been carefully studied and are the results of the thorough tests made by Albert Verley's laboratories, being successfully employed in perfumery, chiefly on account of the mutual actions observed between chemicals and natural essences in perfume compositions.

PERFUMES FOR TOILET SOAPS Especially prepared to resist alkali reaction. ARTIFICIAL FRUIT ESSENCES

Extraconcentrated The artificial fruit essences are obtained through the highest grade of concentration and are to be diluted in best alcohol in the proportion of 50 to 100 grammes per liter.

TYROLER LATSCHENCL-BRENNEREI ERSTE 6 Factories BRÜDER UNTERWEGER Thal-Assling (Tirol)

Oil Pine Pumilio U. S. P. (Dwarf Pine Needle) Oil Savin, Genuine U. S. P.

Oil Juniper Twice Rectified, U. S. P., and

Terpeneless, Sesquiterpeneless
Oil Abies Albac (Silver Pine Needle, Genuine)
Tyropine, Pine Bouquet, non-alcoholic.

DELPHI PRODUCTS, Inc.

Natural and Synthetic Raw Materials for Perfumers

CHICAGO

572 W. Randolph St. Main 4762

95 Beekman St., NEW YORK Telephone-Beekman 1514 Cable Address-"Incense"



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Our 1076-6 Cream Jar with polished aluminum cap.

Our 288-3 Cream Jar, with polished aluminum cap.

Our 910 Talcum, with Klik-tite cap, lattice work design on bottle.

Let us help you to improve your package. We are experts in our line. Always something new and distinctive. Get in touch with us (telephone Vanderbilt 0321-0322) and we will have a capable and practical representative call on you. It will be to our mutual advantage. Samples gladly submitted.



CARR-LOWREY GLASS CO.

MAIN OFFICE: BALTIMORE, MD.

NEW YORK OFFICE 41 E. 42d St. CHICAGO OFFICE 1944 Conway Bldg.



The Economy of Bruno Court Products

FLOWER oils are like other products: their cost is determined by the service that they render. The service principle, so to speak, of flower oils is odor value. High odor value means low ultimate cost. Conversely, low odor value means high ultimate cost. There is consequently an obvious economy in buying flower oils on the basis of odor value rather than on the basis of initial cost.

High odor value is the predominating characteristic of all Bruno Court natural flower products. The inclusion of a Bruno Court product in the formula is a guaranty that the note to be sounded by that product will be given the utmost expression. It is this that makes Bruno Court products such inherently economical products to use.

Bruno Court Jasmin, Rose, Orange, Violet, Tuberose, Reseda, Cassie, Lily of the Valley, and Jonquille are deservedly popular among perfumers to whom quality is ever the primary factor in selection. They render an exceptionally high degree of service at a remarkably low cost.

We shall be glad to send samples of any desired Bruno Court products promptly on request.

Exclusive American Agents:

ORANA
INCORPORATED

GENERAL OFFICES
II8 E 27" St. New York City
PARIS
28. Rue St. Lazare
CHICAGO
10 S La Salle St
CANADA
MORANA LIMITED
42 Wellington St. East
Torento
WORKS
Elizabeth, N.J.



 ${f B}^{
m Y}$ completely isolating the odoriferous principle in Orange Flower Water, Robertet has produced a product of an Orange odor value from three to four times greater than that of Orange Absolute. In addition, Eau de Fleur d'Oranger Absolute, being free from inert matter, is exceptionally soluble. As a medium for expressing the Orange note that is so noticeable in Narcissus compositions it is invaluable. We will gladly send a sample of this interesting new product upon request.



Muguet Robertet

The item that has perhaps contributed most towards establishing the reputation of the house of Robertet among perfumers is that noted Lily base: Muguet Robertet.

The dominant note in Rose and Lily compositions is imparted by the Lily base. Figuratively speaking, it may be called the soul of Rose and Lily perfumes. As such, its character exercises a powerful influence upon that of the composition: it may either make or break it. Consequently, in selecting a Lily base, all other considerations must bow to quality.

As a Lily base Muguet Robertet enjoys-and deservedly so-a worldfamous reputation. Known for the results that it yields, it is essentially a product that is bought on the basis of "quality first."

Muguet Robertet is never sold in other than sealed original packages.

We shall gladly send samples and prices upon request.

4 18

Exclusive American Agents:







IN ALL lines of products, certain brands are the recognized measuring sticks of quality. In Otto of Rose, Christoff's CXC brand is the generally accepted standard. The prevailing conditions in the Otto of Rose market make this preeminently a time for comparing first and then buying. Christoff's Otto of Rose is sold only in sealed, original coppers containing either 4, 8, 16, or 32 ounces. Sample and price sent promptly on request.



Salv. di Deo Rognetta Reggio-Calabria, Italy

Bergamot

THE odor value of Bergamot is directly proportionate to its ester content. This, therefore, is the determining factor to the discriminating purchaser. Bergamot Rognetta, with from 40 to 45 per cent of ester, has an odor value that makes price a mere matter of detail in selection. A sample will speak for itself. Sent promptly on request.

Exclusive American Agents:





As necessity is the mother of invention, so is large-scale production the mother of uniform quality and low cost. Large-scale production manifestly involves the purchase of raw materials on a proportionate scale, thus rendering available advantages that exercise a vital influence upon the quality and cost of the completed product.

Large-scale production justifies the employment of technical talent and processes of a type that, obviously, cannot be

applied economically to limited production.

Large-scale production dictates the selection of mechanical equipment from the standpoint of efficiency rather than from

the restricting basis of initial cost.

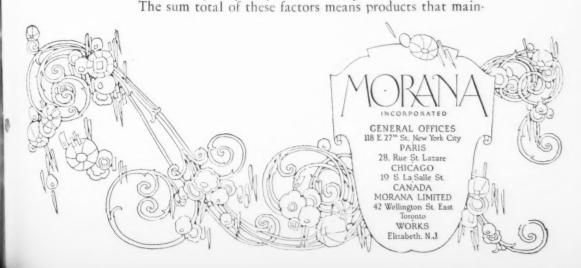
The influence of the foregoing factors is seen in such products as Rhodinol Absolute, Irine Extra Pure, Geraniol, Linalool, Orchidee, and Geranoxide, to mention but a few of the many products that we manufacture in our plant at Elizabeth, New Jersey.

The manufacture of these products is conducted by a highly skilled and experienced group of European and American specialists, in a plant equipped with the latest types of appa-

ratus, much of it of special design.

Into the products go the best raw materials available for the purpose, bought from primary sources through our own direct representatives.

The products are manufactured in large batches, thus making continuity of quality a known, dependable factor.





Irine Extra Pure

makes the quality of the product with which the Violet note is sounded of the utmost importance. Unless the quality is irreproachable, the Violet note becomes a discord in the formula instead of a source of harmony.

Irine Extra Pure sounds the Violet note with a sweetness, with an exquisitely smooth mellowness, free from the slightest blemish of a discord in the way of a chemical byodor. These characteristics, which are rarely encountered in aromatic chemicals, are the direct results of the processes that we employ in manufacturing Irine Extra Pure.

To bouquet odors of the modern type, Irine Extra Pure contributes the note assigned to it.

THE extent to which Violet is the note in which lies the secret of the constantly mounting prestige the constantly mounting prestige enjoyed by these creations.

In creams and powders, in which the initial odor value is so frequently lost or depreciated upon the application of these products to the skin, Irine Extra Pure is of particular value, inasmuch as it assures the sustentation of the Violet note.

In soaps, particularly in liquid and paste shampoos, Irine Extra Pure withstands successfully the deteriorating effects of traces of alkali.

Regardless of whether the Violet note is to be the dominant one, or whether it is to be only a note in the chorus, as it were, Irine Extra Pure can be depended upon to carry

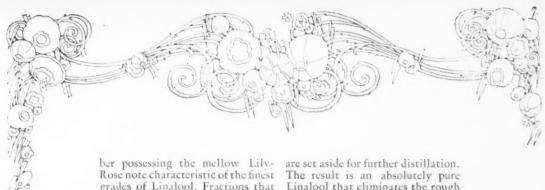
Linalool

This is essentially a property and the depends for its quality upon the care used in distillation.

HIS is essentially a product that Bois de Rose is meticulous care in the selection of the fractions.

From the fractions yielded by the The key-note of the process used distillation of Bois de Rose, we by us in distilling Linalool from select only that very limited num-





Rose note characteristic of the finest grades of Linalool. Fractions that displayeven the slightest suggestion of a chemical by-odor, or a suspicion of coarseness or roughness of tone, are set aside for further distillation. The result is an absolutely pure Linalool that eliminates the rough spots of the composition and helps to round out its ingratiating and velvety smoothness.

Rhodinol Absolute

RHODINOL Absolute Morana is a typical illustration of the results achieved by undeviating adherence to manufacturing standards that have quality as their goal.

The dominant qualities of Rhodinol Absolute Morana are its rosy sweetness, undefiled by even the slightest suggestion of a by-odor its lack of any tendency to sour—its colorlessness—and the tenacity of its initial sweetness even after drying out on the test strip. These characteristics stamp the purity of the product: they are the undeniable proofs of its entire freedom from blending.

In those modern types of odors of which Rose forms the base, particularly in light and delicately colored compositions, the use of Rhodinol Absolute Morana yields results comparable only with those that follow the use of the natural product.

Orchidee

In view of its many applications and its indispensability, Orchidee is peculiarly a product in which quality is of predominating importance.

The quality of Orchidee Morana is indicated by an intense and pungent sweetness, absolutely free from any suggestion of a chemical by-odor.

As a developer of floral and bouquet compositions, imparting to them a subtle suggestion of ultramodernism, Orchidee Morana occupies a unique position. Its fixative qualities make it indispensable as a means of securing permanence in delicate face powder odors. To creams it gives that highly desir-





Geranoxide

SOAP perfume should possess A these characteristics: (1) strength; (2) penetrative power; (3) tenacity. Unless it possesses all of these, its use becomes nothing but a needless expense.

That Geranoxide possesses all of the foregoing characteristics is evidenced by the persistence of its rosy note until the cake of soap vanishes in its ultimate mass of fragrant lather.

It may well be said of Geranoxide that the memory of its fragrance remains long after the soap has been

Geraniol

IN this product, quality is dependent upon the human, rather than upon the mechanical factor. In other words: quality is a question of nose rather than of apparatus-of care exercised in selecting the fractions of distillation rather than of distillation itself.

importance of the human factor that is so largely responsible for the exceptional quality of Geraniol Morana. The fractions are selected with a care, and with an odor-sensitiveness that precludes any possibility of the inclusion of a fraction in which even a suggestion of a It is the appreciation of the vital harsh, jarring note is perceptible.

The Ultimate Test

shall be glad to assist in making it Geranoxide.

 Γ HE ultimate test of any product by sending, upon request, samples, together with prices, of Linalool, Lonsists of checking its performance against the claims of its Rhodinol Absolute, Irine Extra maker. We welcome this test and Pure, Geraniol, Orchidee, and





PARIS

ST. FONS AND ROUSSILLON, FRANCE. LA PLAINE, SWITZERLAND.

RED RUSSIA and Vanity—

 $T^{\mbox{\scriptsize HOUSANDS}}$ of books, pamphlets and magazine articles have been written about the mysterious workings of the Soviet Government.

We have heard all about the confiscation of property, the conscription of workers, the dread treachery of the Chekka or Secret Police—the pogroms—and the other epochal events which have turned a prosperous continent into a ghastly cadaver, whose two teeming rabbit-warrens, Moscow and Petrograd, stare out like sunken eyesockets.

One fact of more than passing interest is worth repeating.

Nearly all of the writers on Modern Russia agree that the one business which goes on in Moscow and other cities today is the combination barber shop and beauty parlor.

And they are selling perfumes, which proves that the merchandising of aromatics is still one of humanity's basic industries.

RHODIA CHEMICAL COMPANY
89 Fulton Street,

NEW YORK, N.Y.

쐚水糖涂擦涂抹涂抹涂涂涂涂涂涂涂涂涂 水水洗涤粉涂涂涂涂涂涂涂涂涂涂涂涂涂涂涂涂涂涂涂粉涂水洗涂粉涂水粉涂粉粉粉粉粉粉粉粉

NAARDEN CHEMICAL WORKS

NAARDEN, HOLLAND

Synthetic Aromatic Chemicals

Essential Oil Derivatives

ISO EUGENOL

Aubepine

(Made from Anethol)

Geraniol

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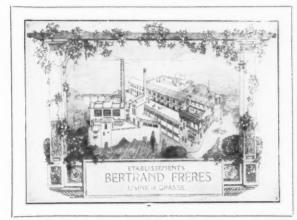
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BERTRAND FRÈRES



Natural Raw Materials for Perfumes, Soaps, Etc.



Specialties:

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Oils: Lavender, Rosemary, Spike Lavender, Thyme (White and Red) Neroli Petals, Petitgrain, Vetivert Java, Geraniums, Roses Resinoid Oak Moss, Etc.

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Established 1858

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Why?



THE WESTERN UNION TELEGRAPH COMPANY

HERBERT BROWN

CHICAGO, ILL.,

January 3, 1924.

TO OUR CABLE PATRONS:

It is a privilege to be able to announce to you the completion of arrangements through which, on January 7, London, England and Chicago, will be connected by wire for the first time, when direct service between the world's largest city and the metropolis of mid-west America is to be inaugurated.

This important advancement in internation is made possible as a remainder of the which passes as

H ARD headed business men—the directors of The Western Union—they supply service where service is needed.

Chicago IS "The Great Central Market," her trade is vast and far reaching. Not with London alone is she in daily touch, but with all of the far off corners of the earth.

In all modesty, we claim a part in this growth and development—for all of fifty years we have been in and of Chicago.

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Collapsible Tubes for Toilet Preparations



T HERE are few people indeed who are not attracted by a well decorated collapsible tube.

Could anything be more logical than the selection of color and design to carry your advertising message?

Lithographed tubes with their

prominent display of design and color, enhanced by finely wrought design and workmanship, secure that favorable attention which stirs that buying impulse,—not alone at the time of original purchase, but as long as the tube lasts.



Bond Manufacturing Corporation Wilmington, Del.



Trece Vanities

of

Permanent Sales Value

TRIPLES DOUBLES

SINGLES ROUGE

Complete in Durable Vanities; with Spring Button or Friction Catch.

Thin Vanities of appealing size and light weight.

I N keeping with traditional Trece policies, we offer for 1924, Trece complete compacts in the new thin wafer models for the rouge and single powder. This reconstructed thin double and the ever popular triple is ready for immediate delivery.

Trece Painted Vanities

To meet the demands of the time, we now offer hand painted vanities under your own private brand. There is a growing demand for hand painted vanities, now offered to the retailers usually in unbranded and unknown packages. Trece hand painted compacts are offered in a number of attractive and well painted designs to the *trade only* in branded packages. Quality painted vanities are in great demand and your own line can be had in triples, doubles, singles and rouges with the knowledge that repeat sales will follow.

Send for Prices on your Business Letterhead.

The TRECE LABORATORIES, Inc. 130-136 Willis Ave., New York City

Western Representative: V. E. Meadows, 1719 Wallen Ave., Chicago, Ill. Eastern Representative: A. E. Mullen, 134 Willis Ave., New York City

Lip Sticks

Flavored to Taste

The latest Parisian fad. Prepared under the personal supervision of Mr. A. Gimonet.



Strawberry Orange Maraschino Pineapple Raspberry Oxheart Cherry

Blackberry Cherry (Wild) Vanilla

Oval Lip Sticks Mirror Sticks in Black Nickel and Gold Plated Plain Sticks—1/2-Inch Size in Gold Plated and Black Nickel

Trece lip sticks are indelible—permanent and pure. Only guaranteed vegetable colors and fruit flavors used.

Trece Cream Day Rouge

Dry rouge for evening use, cream rouge for the day is the popular call of the day. In the new flat non-tarnishable vanities, under your own private name, you will find that the cream day rouge fills a long felt need. It's permanent, as it will stand up under most trying conditions and has that real healthy, youthful glow that improves the appearance. Furnished in the four popular shades—Wild Cherry, Oxheart Cherry, Maraschino Cherry and Orange. Can be used for lips or face.

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Western Representative: V. E. Meadows. 1719 Wallen Ave., Chicago, Ill. Eastern Representative: A. E. Mullen, 134 Willis Ave., New York City

to open Rouge compartment

Metal Goods of Quality





Perfume Bottle Caps—Special Designs and Finishes





Lipstick Containers





Double Compact 21/2 Inches Actual Size

Also Single Compact Boxes Designs to Order

Fitted with Refill device, compacts easily inserted or removed.



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ON account of the present scarcity of Natural JASMINE we beg to draw your attention to our line of

Synthetic Jasmines

HEIKO JASMINE

By far the best Synthetic Jasmine on the market. Accepted by leading perfumers all over the world as the most satisfactory product of its kind. A specialty of our house. It has the character of the natural flower.

Heiko Jasmine Colorless No.151

Heiko Jasmine Colorless New

(Colorless Jasmine Oils)

Heiko Jasmindol "S"

Gives the sweet Jasmine note in Lilac Vegetal. Heiko Jasminette White

The best colorless Jasmine on the market. Distinguished for its softness of odor.

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The most enduring structures are built upon solid rock—

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You may draw upon stocks in

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NEW YORK CITY





Jasmin Fleur

Fulfills the requirements of the most discriminating, wherever an artificial Jasmin is used.

Our Jasmin Fleur possesses the strength, sweetness and flowery character of natural Jasmin.

Write for sample and price

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Founded 1904

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In making perfumes with Denatured Alcohol, insure the quality by specifying Van Dyk & Co.'s brand Diethyl Phthalate.

210



High Grade Perfumery Bottles

WE strive to uphold in our products the high standard exacted by this discriminating industry.

Write us about any style of bottle

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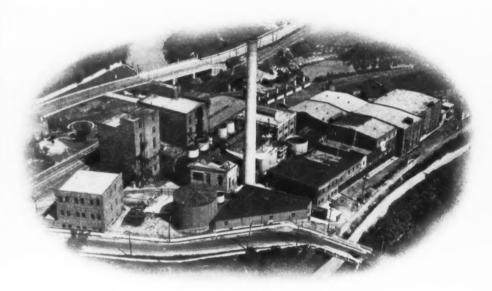
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PURE-190 PROOF-U. S. P. QUALITY ALSO DENATURED IN ALL FORMULAE



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71 WEST STREET, NEW YORK, N. Y.

541 SENECA STREET, BUFFALO, N. Y.

622 SECOND AVENUE, PITTSBURGH, PENNA.

55-83 RAILROAD STREET, ROCHESTER, N. Y.

180 NORTH MARKET STREET, CHICAGO, ILLINOIS

1 SOUTH GRAND AVENUE, ST. LOUIS, MISSOURI

SCRANTON ROAD & GIRARD AVE., CLEVELAND, OHIO

DELAWARE AVE. & GREEN ST., PHILADELPHIA, PENNA.

KREKEL-GOETZ SALES &

SUPPLY CO., GRAND RAPIDS, MICH.



Citrolol 100%

\$12.00 lb.

A base for Rose Compounds—blended with Phenyl Ethyl Alcohol, Phenyl Acetic Aldehyde, Lilirin 100%, Sol. Decyl Aldehyde and small portions of Vio Violet Alpha together with the usual Rose Fixatives will produce a real quality Rose Odor.

Lilirin 100%

\$12.00 lb.

A base for Lily and Cyclamen Compounds. It will be found invaluable in rounding out the odor value of Bouquets and Lilacs.

We are just in receipt of some extra quality Oil Patchouli Leaves well aged. May we submit samples and prices?

PIERRE LEMOINE ET CIE., Inc.

294 PEARL STREET

NEW YORK, N.Y.

ROURE-BERTRAND FILS, GRASSE



Your particular attention is directed to our

Natural Flower Products
ROSE — TUBEROSE

MOUSSE-de-CHENE

which we offer at attractive prices.

Latest specialty of ours:

ABSOLUTE LABDANUM COLORLESS

Sa ples promptly furnished on request by

ROURE-BERTRAND FILS, Inc.
461 Fourth Avenue New York

Societe Anonyme des Etablissements Justin Dupont

Argenteuil (S. & O.), France

We beg to call your attention to the following synthetic flower products:

ARGEOL

Body of definite chemical composition; its characteristic scent is similar to Acacia.

FLEUR DE CASSIE

A true reproduction of the Acacia farnesiana.

CYCLAMEN FLEURI

An exact reproduction of the fresh and striking odor of this well-known flower.

JASMIN INVAR

Has the character of the natural flower. Absolutely stable and will not discolor.

LILAS J. D. (New)

Will not darken with time when mixed with alcoholic solutions. Very flowery.

NARCISSE INVAR

NARDOL (New)

7

These products possess the sweet characteristic odor of the flower.

FLEUR DE ORANGER INVAR

Absolutely stable. Very flowery.

Samples on Request

JUSTIN DUPONT, INC.

461 Fourth Avenue

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3½ oz. Toilet Water No. 801 Stopper No. 412

Bottles which brilliantly reflect the perfumer's purpose—made only from covered pots, insuring highest quality.

Catalogue on Application

MILLVILLE BOTTLE WORKS

Main Office and Factory

MILLVILLE, N. J.

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INDUSTRIAL RESEARCH

THE progressive manufacturer of today is seeking to accomplish certain ends. To attain the best results he must:

FIRST-Exercise constant vigilance in the selection of all raw materials.

SECOND—Develop new processes in order to offer products of a quality and variety in keeping with the trade demands.

THIRD-Possess accurate knowledge of how, when, where and why his products are or should be used.

The three requirements above enumerated prompted the establishment of our Research Department a number of years ago and they have been the controlling factors in its plan of action ever since.



The Same Since 1768

CHIRIS

Antoine Chiris Company 147-153 Waverly Place, New York American Works-Delawanna, N. J.

AMYL SALICYLATE: CHIRIS

DISSATISFACTION with most of the Amyl Salicylate on the market is due primarily to the fact that it is manufactured from technical Amyl Alcohol which contains other alcohols of the same homologous series. These modify, if they do not destroy, the true odor of Amyl Salicylate.

In contrast to this, AMYL SALICYLATE: CHIRIS is made from so-called 4° Amyl Alcohol, which in usual practice boils constantly within one degree, thus precluding the presence of these other alcohols and insuring the production of the true Amyl Salicylate odor.

Accordingly, regardless of price, discriminating perfumers specify AMYL SALICY-LATE: CHIRIS for Orchid, Clover and Trefle compositions, and for fine bouquet odors of an oriental character.



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ISO-EUGENOL: CHIRIS

THAT mild touch of spiciness so necessary in all Carnation compositions, and so much desired in related odors such as Wisteria, Sweet Pea and Honeysuckle, is imparted by ISO-EUGENOL: CHIRIS.

As producers of very substantial quantities of Iso-Eugenol for use as an intermediate in the manufacture of Vanillin, we set aside certain choice lots of this Iso-Eugenol for still further purification. It is this selected, doubly refined product that we offer to perfumers as ISO-EUGENOL: CHIRIS.



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Chicago Office: 150 West Austin Avenue CHICAGO

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San Francisco Office: SAN FRANCISCO

St. Louis Office: 216 Pine Street 511 South Second Street 489 St. Paul St., West ST. LOUIS

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SOLUBLE RESIN OAK MOSS: CHIRIS

SINCE the time of Tut-ankh-Amen, Oak Moss has been esteemed for perfumery purposes; for in the tombs of the Pharaohs willow baskets filled with the lichen Oak Moss—Everina primastri have been found.

As Oak Moss does not grow in Egypt it had necessarily to be imported, and this fact but further emphasizes the repute with which it was held.

SOLUBLE RESIN OAK MOSS: CHIRIS is equally esteemed by modern perfumers not only for its remarkable fixative and blending properties, but because it posesses an odor so useful in the compounding of bouquet odors where the Trefle or Lily of the Valley basic character is desired.



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For your business' sake Specify

SHEFFIELD TUBES

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Use Tubes

The most economical containers.

Sanitary and always convenient.

Light in weight means cheaper freight.

Use More Tubes

By far the most popular containers.

Use Sheffield Tubes

Made by men who know how to fashion tubes that will match your products.

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LIP STICK

"WON'T RUN AND TELL".



FOR \$1.00

ORANGOL is the ultimate achievement in a lip stick. Immediately upon application it changes magically to the exact shade the lips should be. It gives life to the lips without the stickiness and artificiality caused by other lip sticks. It is wearproof and smearproof; goes on smoothly and retains its freshness; delightfully fragrant with the new ORGANOL scent.



This is the package that makes ORANGOL "The Aristocrat of Lip Sticks." The beautiful black and gold box is in itself a strong selling point. The ideal feature of any toilet goods department.

ORANGOL is packed one dozen in a neat box which you can display. Costs you \$7.20 per dozen. Nationally advertised at \$1.00. Let us send you a sample dozen for a trial.

Hand Painted Powder and Rouge Vanities and Gift Sets. Powder Compacts; rouge compacts; lip sticks; eyebrow pencils.

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Also Manufacturer and Importer of

"HOLD-TIGHT" "FASHIONABLE" AND "VIENNETTE" Hair Nets. "HOLD-TIGHT" Seal Tip Hair Wavers and See-The-Wave HairCurlers.

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MOUSSE DE CHÊNE

CHICAGO ADDRESS: 200 N. JEFFERSON ST.

colorless, absolute

CLAIR DE LABDANUM

colorless, absolute

MOREL @ CO.

AURANTINE M. CO.

for all Narcisse and Orange odors

JASMIN BLANC M. CO.

for all Lily types

PILAR FRERES

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Established in 1822

Offer at Attractive Prices

Natural Flower Products

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MOUSSE de CHENE Liquid Colorless A Most Intensive Colorless Product

VIOLET LEAVES Colorless A Specialty of Ours That Is Unequalled

Samples and Prices Gladly Furnished by Our Exclusive Agents

O. A. BROWN COMPANY, INC.

246 Pearl Street, New York



Importers of

Perfumers Raw Materials

Special

Cinnamic Alcohol (Solidifiable)

Citronellol C. P.

Benzyl Benzoate, F. F. C.

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Phenyl Acetic Aldehyde, C. P.

Phenyl Ethyl Acetate, C. P.

Phenyl Ethyl Alcohol, C. P.

Mao-Liquid Colors-Fadeless & Stainless

Hydroxycitronellal, 100%

Linalool, C. P.

Linalyl Acetate, 100%.

This quality obtainable only from us.

Musk Ambrette 100% "Flora"

Methyl Anthranilate, C. P. "Flora"

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MUSK OMEGA "FLORA"

A beautiful crystal, better than Musk Xylol. Will not cause brown or black stains to appear in soaps.

MUSK AMBER "FLORA"

Best substitute for natural Ambergris. A yellow powder that is worthy of a trial.

ESSBRO JASMIN "FLORA"

The best substitute for the natural ever produced. Let us send you a sample.

EXCLUSIVE AGENTS FOR UNITED STATES AND CANADA

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DISTINCTIVE Hand Made Paper Boxes

Dainty

Daintiness and richness are expressed in the graceful lines of this container.





Novel

For those who desire novelty in their packages the triangular design offers many opportunities for an original package.

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LOS ANGELES 315 West 6th Street



LILY SUPREME

(Convallaria Majalis)

THE base supreme for a true Lily of the Valley perfume.

Lily Supreme imparts the delicately elusive, refreshing and sweet odor of the natural May Blossoms in its exact character.

Lily Supreme works equally well in fine Creams and Facepowder blends, as well as in the finest Perfumes.

SYNTHETIC AROMATIC CHEMICALS (Lily products)

AROMIN

Novelty base for floral odors; used to great advantage in Lily combinations, especially for Creams and Powders.

CYCLONAL

Used in moderation it will impart the fresh, leafy effect of the Lily plant.

HYDROXYCITRONELLAL ABSOLUTE

A colorless 100% pure product and an excellent base for Lily of the Valley perfumes. It has remarkable fixing qualities and traces added will strengthen and sweeten floral odors.

GERANIOL ROSE

A highly fractionated pure Geraniol of a faint, rose-like character for use in the making of Lily perfumes.

LINALOOL EXTRA

Chemically pure, made from Bois de Rose femelle and especially well adapted for Lily and Rose blends.

PHENYL ETHYL ALCOHOL

In combination with Geraniol Rose this alcohol is used in Lily compounds.

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OUR own sales problems have taught us something about the real sales value of the container. Western Collapsible Tubes have not only a beauty that attracts favorable attention, but combine such high-class material and finished workmanship as to insure perfect service satisfaction to the user. This counts for much in the matter of reselling.

We welcome inquiries from any manufacturer of a product which is or can be sold in tube containers.

WESTERN CARTRIDGE COMPANY East Alton, Ill.

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ECONOMICAL, LASTING, KATCHY ODEURS

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PERFUMES, POWDERS, CREAMS, Etc.

PERFUME Bases manufactured from the highest quality Imported Natural and Synthetic Raw Materials. They meet the requirements of the most exacting Perfumer, as they produce in the finished product a flowery fragrance, sweetness and permanence of odor, obtainable only from such properly blended bases.

PERFUME & TOILET WATER BASES

CRABAPPLE BLOSSOM

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POWDER ODEURS

VANIL

Concentrated Imitation Vanilla

One pint diluted with fifteen pints of warm water produces two gallons of Imitation Vanilla of unusual strength.

FRUIT FLAVORS

True and Artificial.

CREAM ODEURS

AZURAL	COR	,
CLOVER	A P	
MAFLUR	JE ET	
JASMIN	10,00	
LILAC &	200	
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LOCUST	COSA	
ROSEOL	ENA	
SANDAL	200)
VIOLET		Ç

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EAUD QUININE SPL. EAU D COLOGNE SPL. FLORDOL LAVEDOL LILAC-B LILAC-W VIOLET BAYOLE ROSE-F LILAC-F TONICO-H TONIC-AB TONICO-G TONICO-W TONICOL ORIENTALS ROSE CREAM SPECIAL

LIQUID COLORS

Standardized

Alkali and acid resisting, Fast and Stainless, produce permanent brilliance in Alcoholic or Aqueous Solution, when used ¼ oz. to gallon.

CERTIFIED COLORS

For Food Purposes.

Write for Our Latest Price List



SPHINX SEALS

Manufactured by CHAS. LACOUR

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Small metal seals for fastening the ends of floss on the necks of perfume bottles. Samples and prices furnished by our American Representative—

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ORANGER FLEURS **OUARANTAIN S. P. S.** FLORANOL. TUBERONIA NARCISSE **OEILLETTINE** LILAS HELIOFLOR ROSE **JASMIN**

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GRASSE



FRANCE

NATURAL FLOWER OILS

Absolutes and Concretes

CASSIE

ORANGE

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VIOLET LEAVES

ESSENTIAL OILS

RESINOIDES

ESSENCE CONCRETE DES FLEURS

"ESSODORS"

Registered Trade Mark

Absolute Floral and Bouquet Novelties containing, in highest possible concentration, all constituents of the finest perfumes, such as Flower oils, tinctures, fixatives, etc., producing by simple dilution a quintuple extract of superior quality. Essodors contain in Minimum quantity the Maximum strength.

Samples and Prices Cheerfully Furnished by

Sole American Representatives

E. M. LANING CO.

273 WATER STREET

NEW YORK, N. Y.



Like the maker's symbol on an exquisitely wrought object of art, the trade-mark of the Karl Voss Corporation is an assurance of the highest quality and careful workmanship in fine paper boxes.



KARL VOSS CORPORATION

MANUFACTURERS OF PAPER BOXES

22-28 ELEVENTH STREET LONG ISLAND CITY GREATER NEW YORK

80% buy by Odour

20% buy for other Reasons

Women Buy Talcum by Odours!

IN an investigation staged by Street and Finney, Advertising Agents, for Jonteel Talcum Powder, 650 women were asked what they liked most about their favorite talc. 520 answered, "I like the odour." Eighty percent! The other 20%, or 130 were attracted by color, price or package.

And we're willing to bet that we supply the odours for a mighty large proportion of the Eighty Percenters!

A. L. van Ameringen

15 Irving Place -- New York

Essential Oils
Synthetic Chemicals
Natural and Synthetic Flower Oils

WE do not claim that there can be no better oils than the ones made by Marey. But we do say that when better oils are made—

Marey will make them!

Lots of firms were sampling their HIGHER ALCOHOLS AND ALDEHYDES

ABSOLUTE
BERGAMOT—LAVENDER—PETITGRAIN, etc.

ESSENCE OF STYRAX—ESSENCE OF LABDANUM LINALOOL

And now they're buying them!

Marey & Cie Paris France

Represented in the United States by

A. L. van Ameringen
15 Irding Place New York

NATURAL PRODUCTS COMPANY

Narcy N

The refreshing, refined, delicate odor of this composition typifies feminine daintiness. Its fragrance is persistent and lasting, making it most suitable where a note of delicacy is especially desired.

\$40.00 lb.; trial ounce \$2.75.

Sample on Application

3

Satisfaction guaranteed.

NATURAL PRODUCTS
COMPANY
Gine Basic Odorant Materials

175-5th Ave. ~ New York, U.S.A.

Make This Test

Send for samples of Hand-Made rouge and powder compacts. Ask some woman of your acquaintance who is exacting in her requirements and fastidious in her tastes to try them, and compare them with any others—and make sure she has the best the market offers for comparison. Take note of what she says about Hand-Made rouge, its velvety smoothness, its natural coloring properties, its covering power, its adhesiveness and its all around superiority. Then you will know why

Women Prefer Hand-Made Rouge



Patented January 29, 1924. No. 1,481,796. All infringements will be prosecuted.



The day of price competition is fading. Quality is now fast becoming the basis of competition. Therefore be careful what rouge and compact powder you put under your trade name.

Quality Inspires Our Growth. Service Maintains It.

Solar Laboratories, Inc.

435 EAST 24th STREET

NEW YORK, N. Y.

Western and Southern Representative: IRA SCHIEBER, 2018 Railroad Exchange Building, St. Louis, Mo.

New Ideas in Vanities Make Bigger Profits







OUR Service Department can give you ideas for new vanity boxes that will increase your sales and profits.

We created the vanities shown on this page and on the reverse page both of which have been marked successes.

Send for Samples and Full Information



Pallas Mfg. Co., Inc.

Mott Haven 4254

459-463 E. 133d St. NEW YORK

Western and Southern Representative IRA SCHIEBER

2018 Railroad Exchange Building, St. Louis, Mo.

PAB

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AMSTERDAM (OMVAL) HOLLAND

Established 1899

MANUFACTURER OF

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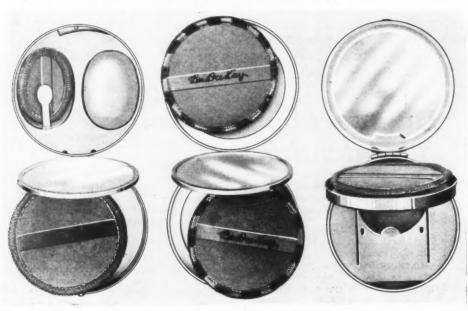
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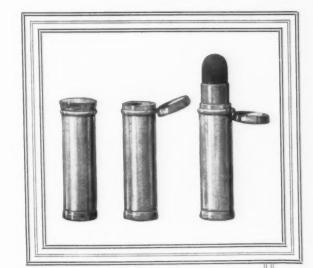
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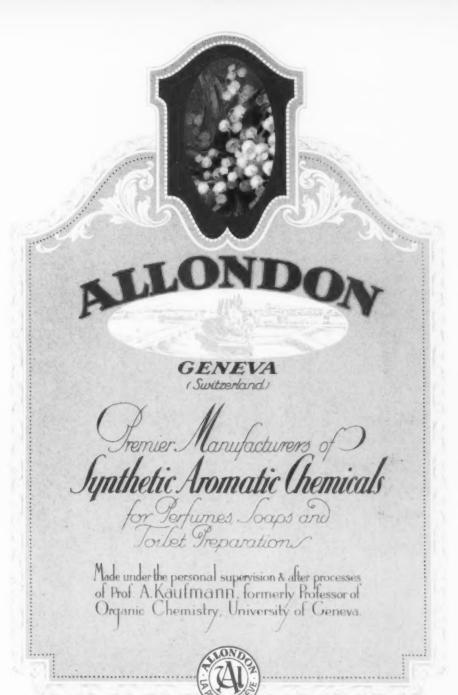
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hether examined from the viewpoint of purity, uniformity quality or of supreme odor value the synthetic aromatic chemicals manufactured by

Usines "ALLONDON" fulfil every requirement of the most progressive and artistic producers of high grade perfumes, soaps and toilet preparations.

J. E. Dockendorff & Co, Inc. 20 Broad St., NEW-YORK



PERFUME

blown factory devoted exclusively to the manufacture of high grade bottles and stoppers, we are in excellent position to take

BOTTLES

care of the diversified needs of the Perfume Trade.

There is no obligation in having one of our salesmen call.

Illinois Glass Company

General Office-Alton, Illinois

IRALIA

The Universal Base

If any perfume base may be said to possess the attribute of universality it is IRALIA, "Chuit-Naef," since there are few, if any, compositions in which its employment will not be attended by highly advantageous resultants.

Unequalled and inimitable, there is no substitute for IRALIA, "Chuit-Naef," in any of its multifarious uses. It is unique and a valued and indispensable resource of the greatest perfumers of the world.

UNGERER & CO. M. NAEF & CO. GENEVA

OIL PATCHOULY

"Staff Allen's"



EMPLOYED in such small proportion as must ever be the case in perfumes, the cost of the Oil Patchouly used is too small for serious consideration.

Judged from the standpoint of resultants its importance is so inestimable as to render attempted minute economies through the substitution of inferior Patchouly not merely injudicious but stupid.

Enlightened self interest demands selection of the finest available Oil Patchouly, "Staffallens."

UNGERER & COMPANY New York STAFFORD ALLEN & SONS London

OIL GERANIUM "ROVIGO"

HUGUES AINE

It is essentially futile to attach the cognomen "Rose Geranium" to an oil unless it has inherent in it the inimitable rose odor which is characteristic only of the finest product of Algeria.

Not all the geranium oil produced in Africa merits such an appellation. Minor differences of climate, soil, cultivation and selection affect the quality even when there is no adulteration.

OIL ROSE GERANIUM "ROVIGO" is a true Rose Geranium, distilled under the most favorable conditions from selected leaves grown in the famous Rovigo district where soil and climate unite to give the finest oil producible.

Even a casual comparison with other grades of African and so-called African geranium oils will suffice to demonstrate the unique superiority of Geranium "Rovigo."

HUGUES AINE UNGERER & CO.

GRASSE NEW YORK



A. H. WIRZ, Inc.

CHESTER, PENN.

COLLAPSIBLE TUBES and SPRINKLER TOPS.

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